

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXXIV

NEW YORK, SEPTEMBER 25, 1913

No. 13



Concerning a New Series of Advertisements

One of the biggest little things with which in the day's activity we have to do is this very limited area of space on PRINTERS' INK's front cover.

From no less a personage than General Manager Hopkins himself we have it that the actual subscriber constituency alone to whom hereon, week after week, back into the years, it has been our privilege in brief relays to tell our little story, now numbers ninety-six hundred and twenty-six souls.

To us how best to use this space has ever been a serious proposition. But to our best ability in each presentment it has been our purpose always to convey to you who form our family of readers something of that in advertising which we believed to be of common interest and for the common good.

That our continued appearance upon so conspicuous an advertising platform has not been actuated by motives altogether altruistic or disinterested, we cheerfully admit. Ayer & Son is a

business house seeking business. We are a big organization. We purpose to be bigger. The more clients we have the better are we positioned to serve.

That such use as we have made of this front-page space has not been unacceptable to those whose good opinion we esteem is perhaps best evidenced in the scores of good-cheer letters which from time to time they have been good enough to send us.

Other agents and advertisers served by them, advertising managers and representatives of perhaps every class of periodical, time and again have taken a pen in hand to say fine things of the things which we have said.

Students of advertising have thanked us for advertising points picked up herefrom.

Many of our own clientele have expressed their commendation of the weekly messages printed in this space. Strangers have come to us and have said that they would like applied to their businesses the same sort of medicine

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Influence

What are you buying with your advertising money?

Is circulation your "measuring stick"? Or do you measure the value of a publication by the influence it carries with its readers in creating sales?

Sounds like the start of a "we-never-state-circulation-figures" argument, doesn't it?

Well, it's nothing of the kind.

Standard Farm Papers offer the biggest National Farm Circulation. Used as a single medium, they reach over a million farmer subscribers at *less*—considerably less—than half a cent a line per thousand.

But here's the point which makes that circulation valuable—Standard Farm Papers *influence* the lives of their subscribers.

For a generation—in some cases two or three—Standard Farmers have been following the advice of their Standard Farm Paper.

Habit, so the psychologists say, is the flywheel on the engine of life—the most

powerful influence in the world.

For years it has been the habit of Standard Farmers to act upon the suggestion of their favorite paper.

And that, we take it, is the highest form of influence.

You can do your own thinking on this subject. Our one suggestion is that where influence with readers exists it can be manufactured by *right advertising* into sales.



TRADE MARK OF QUALITY

Standard Farm Papers

are	Indiana Farmer
	The Farmer, St. Paul
Farm	Oklahoma Farm Journal
	The Ohio Farmer
Papers	The Michigan Farmer
	Pennsylvania Farmer
of	The Breeder's Gazette
	Hoard's Dairyman
Known	Wallaces' Farmer
	Kansas Farmer
Value	Progressive Farmer
	Missouri Farmer
	The Wisconsin Agriculturist

Wallace C. Richardson, Inc.,
Eastern Representatives,
41 Park Row, New York City.

Geo. W. Herbert, Inc.,
Western Representatives,
119 W. Madison St.,
(Advertising Bldg.), Chicago.

INDIANAPOLIS
SEP 26 1913
PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893

VOL. LXXXIV NEW YORK, SEPTEMBER 25, 1913

No. 13

Mennen Company's Sales a Monument to Steady Advertising

An Interview with the GERHARD MENNEN CO., Newark, N. J.

By George Wilfred Wright

NO clearer evidence of the force and power of never letting up on advertising in the building of an industry and establishing a trade-mark could be given than is found in the talcum powder business. The immense demand for talcum as we know it to-day had to be created. Physicians understood its value and used it for years before it was ever introduced as a necessary and popular toilet preparation.

It is claimed that the first man to make medicated talcum was Dr. Fehr, who had a pharmacy in Hoboken, N. J. Manufacturing his talcum there in a limited way, he sold it mainly to the medical profession through the drug trade. It was advertised only in medical journals, and in fact was so compounded that no one but doctors would use it. Its merit in checking and allaying perspiratory odors or soothing irritations of the skin and various other uses were not generally known to the buying public, and to make people understand that they needed such a preparation never occurred to the chemist who was first in its manufacture.

Back in the nineties Gerhard Mennen was running a successful drug business on a prominent street corner in Newark, N. J. He had observed that every physician purchased and used considerable talcum; he also knew the value of the preparation from their view-point. And he could see no reason why a favorable response could not be obtained direct from

the people if the goods were put before them in the right way. The cost to make it was not great and the outlet would begin in his own store. There was one very serious drawback to all talcum that had been made before so far as becoming a popular toilet article was concerned. Dr. Fehr used carbolic in his formula, which gave it the suggestion of a disinfectant; to most people this was disagreeable. So it remained for Druggist Mennen to devise some way to eliminate the objectionable odor but still keep the virtue in the powder. After some study and experiment, it was found that boric acid was milder, more cooling and a better all around antiseptic than carbolic, and was therefore made the antiseptic agent. A slight perfume was added which later proved to be a big factor in giving the powder universal favor.

HIS START AS AN ADVERTISER

While Mennen believed he had a good thing in his preparation, he was too cautious to go into it blindly. As the expression goes, he would "try it on the dog" first, and if it struck a popular note, good; if not, no one but the dog would know of its failure. In this case "the dog" was his own store and his regular patrons. A few samples were given out to friends. Very soon the friends came back for more for themselves and their friends. Before a month was passed the success of the project was assured, and later a part of the store and basement were turned over to the

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manufacture of talcum powder. The local trade had responded so heartily, there was no reason, Mennen thought, why the rest of the world should not become interested. The matter of extending the sale seemed merely a case of letting people know the merits of the article. However, the business eye of the druggist soon saw that the only way to continued success was through publicity. He

publications could be bought somewhat on the bargain counter principle. The space buyer made the representative an offer. "Take it or leave it," was the parting shot of the big advertiser, and in very many cases the solicitor was told to "take it," the periodical needed the business. Big concessions were granted by publishers and most of them went the limit to fill their space. Wild schemes were often hatched between some shrewd advertiser and his advertising agent where the owner of the magazine would be inveigled in a contract to bar all competing lines of advertising from his publication for a stated length of time or until the advertiser had gained a foothold. To-day any such proceedings would not be tolerated an instant.

NEED OF A NEW KIND OF CONTAINER

After starting magazine advertising, sales increased to such a degree that a larger place to produce the talcum was imperative, and a building was erected and perfectly furnished with the most modern and sanitary equipment for manufacture. When Dr. Fehr placed his talcum on the market for the physicians'

use, it was in a pasteboard box. But there were some objections to such a package, especially for popular usage through extensive retailing. Mr. Mennen at once saw that a different kind of receptacle would not only give his package individuality, but it would also stimulate sales. His idea was to introduce something in the nature of an improvement over anything that had been used; so he proceeded to adopt an attractive well-made tin box with a re-



The Perfect Formula

It may only seem to be a simple thing, but it is not. It is the result of a long and careful study of the human face, and the discovery of the perfect formula for the skin. It is the result of a long and careful study of the human face, and the discovery of the perfect formula for the skin. It is the result of a long and careful study of the human face, and the discovery of the perfect formula for the skin.

Mennen's Toilet Powder



Mennen's Violet Talcum

Cherish a box of Mennen's Violet Talcum, and you will find it the most perfect and most beautiful of all talcums. It is the result of a long and careful study of the human face, and the discovery of the perfect formula for the skin. It is the result of a long and careful study of the human face, and the discovery of the perfect formula for the skin.

Clouds of Mennen's actually float in air

Perfume of Mennen's Violet Talcum, Clouds of Mennen's actually float in air. It is the result of a long and careful study of the human face, and the discovery of the perfect formula for the skin. It is the result of a long and careful study of the human face, and the discovery of the perfect formula for the skin.



RECENT COPY IN WOMEN'S MAGAZINES

must first create the demand before the people would fully respond.

Now came an interesting part of the business—the selection of mediums which would best carry the message to the people. To say that advertising standards have improved among publishers during the past twenty years is putting it mildly—they have simply been revolutionized. When the Mennen advertising first began large space in the leading

What do *you* make or sell

that can be used by those who live in some of the most substantial homes in America?

There never was a better time than now to appeal to these people through **EVERYBODY'S MAGAZINE**.

Editorially, **EVERYBODY'S MAGAZINE** is more entertaining, stimulating and progressive than it has ever been. You have only to read the October issue to be convinced of this.

Its influence and prestige with its readers are greater to-day than ever before in its entire history, and that's saying something.

Any advertising campaign to be of a national character should include **EVERYBODY'S**. There is no other way of reaching the particular kind of circulation **EVERYBODY'S** possesses. November forms close October 5th, but you do not have to wait until then to send your copy.

Everybody's Magazine

600,000 Guaranteed Average Monthly Net Circulation
\$600 a Page

The Ridgway Company, New York

volving sifter top. Competitors condemned it, but the new package instantly struck popular favor.

The business, as it grew, paid its own expenses. There was no borrowed capital sought nor any plan formed to interest investors. Each year the greater percentage of the profits were turned back into advertising. The appropriation was constantly increased and the campaign extended.

The question has been asked, "Just what kind of advertising has brought the best returns?" It is a difficult question to answer. Magazines and newspapers were

spared. Sometimes as much as two years is given to bring the article up to the required high standard where the company's positive guarantee can be given it.

MENNEN'S FACE IN THE COPY

One of the most valuable features of the Mennen advertising is the trade-mark of Gerhard Mennen's face. The J. Walter Thompson Company, who have always had charge of the Mennen campaigns, state in their book, "Things to Know About Trade-marks," that Mr. Mennen's face has been printed more times than any other portrait ever used in advertising. The need of a good trade-mark was seen as soon as the talcum was placed on the market and the advertising was started on a national scale. Reason would seem to dictate that for such an article as talcum powder, which is sold mainly to women and girls, the face of some famous stage beauty would be an ideal mark for identification. So Edna Wallace Hopper's picture appeared on the first advertisement brought out. This was too big a temptation for the imitators and Miss Hopper's picture soon adorned the announcements of other toilet specialties.

It was clear that this state of affairs would never do for Mennen, so his originality hit the trail again and soon brought him to the conclusion that the way to stop the copying-after game was to put his own picture on both the can and in every advertisement. He felt reasonably sure no one would copy that, and it would be very easily distinguished from a woman's picture! Of course this gave competitors a stiff jolt, and the only come-back they had was to laugh at Mennen and josh him for "being so egotistical that he would place his picture on his own goods" which were sold to women and used solely by them. But it completely blocked imitation, and the idea was speedily adopted by several national advertisers in other lines who had been troubled similarly.

OVER \$10,000,000 INVESTED
The cost of placing this Men-



Hundreds of violets have contributed their sweetness to the purest and safest of infant powders. We have added to our powder Mennen's violet daisy and calendula perfume—the smell of sweet violets. If you ground the very essence of the flowers themselves over your skin, the effect couldn't be more delightful. Mennen's Violet Talcum is loved and universally commended by those to whom it applies and confers the skin and refines the complexion and complexion due to overexposure.

It softens the complexion and checks so moisture in summer and at the same time, keeps the complexion clear and healthy to winter. Wash your body all over with it after your bath. Rub it in your cheeks, on your neck, etc. For sale everywhere, in 10¢ and 25¢ tins.

**MENNEN'S VIOLET
TALCUM TOILET POWDER**
(Scented)



PLAYING UP THE VARIETY OF POWDER WITH ILLUSTRATION

among the first mediums used, and they are still in high favor. Medical journals, billboards, street cars, painted boards, subway and elevated posters, theatre curtains, and theatre programmes have all helped, because the goods are now so well advertised in the leading monthlies, and the distribution among the dealers is spread over the entire country. The two factors which the company feel have done most toward developing the demand for Mennen products are the high quality of the goods and the continuous advertising. In perfecting a Mennen product time or labor is never

Pure Bred Live Stock Advertising Tells the Tale of Farm Paper Standing in Its Own Community

The breeders of pure bred stock in any territory know which farm paper is read by the best farmers. They *know* which paper reaches farmers who produce the fat steers and hogs, the dairy cattle, the cheese, milk and butter of the territory, for these are the men who buy pedigreed animals. They act on this knowledge by advertising their surplus breeding stock in that paper.

Exact figures compiled for the year ending June 30th, 1913, show that The Farmer carried three times as much live stock advertising from Minnesota farmers as all other Minnesota farm papers combined.

In other words, The Farmer is the one publication of its territory which

is recognized by far-sighted breeders of pedigreed live stock as the medium that they can profitably use.

The class of farmers who respond to this advertising is invariably the most prosperous of all classes and in the Northwest it includes the largest users of agricultural machinery, gasoline engines, water supply outfits, lighting outfits, automobiles, high-class household furniture—everything that prosperous farmers use.

You can reach the bulk of these farmers in the Northwest **ONLY** through The Farmer.

Advertising rates are 60 cents an agate line with discounts down to 50 cents on 2000 lines in one year.



ST. PAUL, MINN.

WEBB PUBLISHING COMPANY, Publishers

Western Representatives
George W. Herbert, Inc.
600 Advertising Building
Chicago, Ill.



Eastern Representatives
Wallace C. Richardson, Inc.
41 Park Row
New York City

GUARANTEED MINIMUM CIRCULATION 140,000

Member of Standard Farm Paper Association.

Three-Quarters of a Million Prosperous Buyers of Women's Clothing

The 750,000 farm families reached by The Farmer's Wife offer 750,000 profitable opportunities for the sale of high grade clothing for women.

Farm women are buying better clothing on an average than any other general class reached by a woman's publication.

The money which city families spend for rent, water, gas, milk, butter, eggs, vegetables, street car fares and theater tickets is all available in the farm home for the purchase of women's clothes.

The Farmer's Wife with 750,000 circulation is the only magazine for farm women published in America.

Rates and full particulars on application.

THE FARMER'S WIFE

ST. PAUL, MINN.

WEBB PUBLISHING COMPANY, Publishers

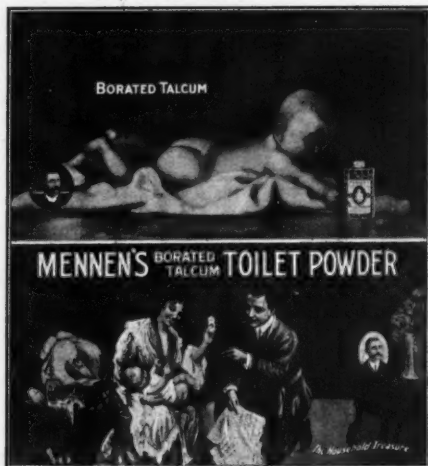
Western Representatives,
George W. Herbert, Inc.
Chicago, Ill.

Eastern Representatives,
Wallace C. Richardson, Inc.
New York City.

GUARANTEED MINIMUM CIRCULATION, 750,000.

nen trade-mark before the people and impressing it on their minds has cost over ten million dollars, but its worth is now considered far beyond this amount. A proof of its great value at the present time may be understood from the fact that when other products, such as shaving cream or dentifrice, have been sent out with the Mennen picture on the package it was instantly recognized as an absolute guarantee of quality. People knowing that the talcum

to profit as far as they can by his efforts, and to make an attempt to reap his rewards. Competition has not injured the Mennen business to any extent, due mainly, it is believed, to the aim to please the consumers by giving them a high quality article. Claim has been made that the talcum business has cut in severely on the sales of the big perfumers. This may be due to the fact that the perfume of the talcum is said to last longer and costs the purchaser less than liquid perfume.



STREET CAR CARDS FEATURING SOME FAMOUS MENNEN COPY

was as represented took it for granted that no other articles would be allowed to go on the market before they were so well tested that they could stand the Mennen trade-mark guarantee. Coined names were never used on other products when marketed, but each was called by its correct name, and prominently displayed on every package was the name Mennen and the trade-mark which aided in getting the benefit of the cumulative effect of past publicity.

As the years have passed competition has become keener, for in every line if a success is made by one man a host of others are eager

PROFITABLE APPEAL TO PHYSICIANS

The appeal to the doctors in the Mennen advertising has brought excellent returns, and their talcum for infants has become a recognized standard with the profession. Many insist on its use among their patients. An estimate has it that three-fourths of all the powder used on children is Mennen's. No doubt this popularity has been greatly augmented by the adoption of the laughing baby's face which has been so extensively advertised in

every medium used. This face is an actual photograph, but it required considerable time and expense to get the right expression and natural effect which was wanted to convey to the public mind. But the heavy demand for the talcum for children has justified the effort.

The policy of the Mennen Company has been to sell to any dealer who would handle the talcum, whether drug store, department store or any other merchant; so long as they paid their bills they were entitled to have their orders filled. This attitude has produced a murmur among the retail drug-

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At the Third Quarter

The New York newspaper printing the largest amount of advertising for that city always points with justifiable pride to the size of its advertising patronage and its lead over its competitors.

The population of New York is just about twice as great as that of Chicago.

But—Chicago's leading newspaper prints more advertising than the New York paper with the largest volume for that city. Here are the figures for the first eight months of this year:

	Agate Lines
THE CHICAGO TRIBUNE = = =	8,576,457
The First New York Paper = = =	8,094,245
THE CHICAGO TRIBUNE'S lead = =	482,212

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Eastern Advertising Office: 1207 Croisic Building, 220 Fifth Ave., New York City

The Advertising That Pays Best

No more striking and conclusive endorsement has ever been given an advertising medium than is being given BUCKEYE COVER, now, by the newspaper and magazine publishers of America.

In using this cover paper, as a constantly increasing number of them are, to carry their sales messages to prospective advertisers, these publishers are emphasizing, to an extent that nothing else could, the growing importance of Direct Advertising as a medium for profitable business promotion.

Every booklet or folder mailed by a publisher is an example of advertising efficiency that can be followed to advantage by many other advertisers. It shows how frequently Direct Advertising is "The Advertising That Pays Best" when properly designed and rightly used.

If you are interested in the possibilities of Direct Advertising—if you want to know why publishers use it so successfully; why some other advertisers use it so unsuccessfully; how to determine its suitability to your requirements; how to write and design it; how to make it pay—write for our new book, "The Principles and Practice of Direct Advertising."

In this book—the first of its kind ever published—you will find every phase of direct advertising treated exhaustively, with hundreds of concrete suggestions relating to the preparation and use of Catalogues, Booklets, Folders, Mailing Cards, Form Letters and miscellaneous mailing pieces.

Incidentally, the book explains why so much Direct Advertising is printed on BUCKEYE COVER, and although that gives it added value, it is also the reason why we send it FREE, to all advertisers who ask for it on their business letterheads.

Shall we send you a copy?

The Beckett Paper Company

Makers of Good Paper
In Hamilton, Ohio, Since 1848

BUCKEYE COVER, the most economical paper for quality printed matter, is made in 16 colors, 4 finishes and 4 weights, and sold by representative dealers everywhere. Your printer knows the nearest.



gists who have argued that they should be protected at all odds. Every Mennen customer has been treated cordially and without partiality. The price has never been reduced to satisfy a big order, but every dealer pays the same. A minimum order consists of two gross of Mennen products.

ATTITUDE TOWARD CUT PRICE

The question of price protection in all lines of business has caused a vast amount of concern among manufacturers and dealers. The assertion has been made that the Mennen Company does not defend its minimum price, but allows the big stores to shave so closely on the price of its talcum that the little stores cannot meet the competition; hence they are constantly losing trade. On the other hand, the Mennen Company is quite emphatic and urgent that every dealer shall maintain the regular selling price so that each one will receive his full share of profit. If there has been invented a definite plan permanently and absolutely to stop price-cutting among store owners, the Mennen people say they have not heard of it. But in any instance where a flagrant disregard for the established retail price is discovered their rule is to shut the offending dealer out of his trade discount which causes him a considerable loss when added to his cut-price on the talcum powder. This plan has had a wholesome effect in many cases, but they have retaliated by refusing to carry the line any longer unless dealers could dictate their selling price. Here the extensive advertising upset their notions, for so many people would ask for Mennen's that they had to stock up again or lose a number of customers. Some dealers tried substituting, but they found the job of getting the public to accept something they had not asked for, and with which they were unacquainted, so hard that these same dealers preferred to order from Mennen again and receive the benefit of the consumer's demand he had been years in creating and at a cost of several million dollars.

Had the big buyer been favored in deference to the smaller purchaser who must necessarily buy a smaller quantity, and the Mennen Company had given a private schedule of prices by which it favored one more than the other it might then have been guilty of unfair play.

After all the great hue and cry of publicity which has been made, it is the demand of the users which decides the merits or demerits of the article. No matter how perfectly adjusted the relations of manufacturer, dealer and consumer may be, unless the keynote of popular accord has been hit, and hit hard, the whole effort to establish the sale of a product is a flat failure. The millions which have been spent for advertising in the last twenty years have not only been effective in building up the extensive business and given the prestige now enjoyed, but much has been learned from the consumers as to their opinion and value of Mennen products. Very interesting and invaluable facts have been thus obtained which provide excellent selling and talking points whenever it is desirable to use them.

The Mennen business is not under the control of a "trust" as commonly reported, but is absolutely under the direction and ownership of the original Mennen family, I was told officially. The support of the consumer which the company has had in establishing the business has been entirely due to the merits of the goods and the ceaseless advertising. These two factors prove as before stated that the surest and quickest way to market any product is first to have what the people want, and have it the way they want it, and then tell them the story in plain understandable terms. This has brought forth a strong steady growing demand, and helped to build a successful and profitable business in a reasonably short time.

The Van Benschoten & Countryman Agency, of Syracuse, is now placing the advertising of the L. C. Smith Guns, Hunter Arms Company, Fulton, N. Y.

THE AYER & SON ADVERTISEMENT

(Concluded)

which we dosed out for ourselves.

But, notwithstanding these indications of approval, we are dissatisfied. From time to time we have been wondering how we could set our opportunities to better use. We have been thinking how we could make these advertisements better—better for you who read, better for advertising, better for Ayer.

Those who know us know that never has it been the policy of Ayer & Son to exploit the facts of one client's business to gain favor with another. Our relation with an advertiser is a confidential relation. We would no more permit a discussion with an outsider of the sales plans or methods of one of those we serve than would a trustworthy lawyer discuss publicly the business of his clients.

This policy on our part is only misunderstood by those who do not understand. It is appreciated by those we serve.

An Ayer & Son client knows that his business intimacies are safe within our keeping. He also knows that we invite to association with him only those of standing and of sound business health. It is our belief, too, that our clients feel the same sort of pride in having their business placed by Ayer & Son, as Ayer & Son experience in being privileged to serve so distinguished and desirable a list.

With this fact as a basis, beginning next week, on the front page of *PRINTERS' INK*, will appear the first of a series of advertisements which it pleases us to believe are of a rather unusual character.

In each of these we purpose telling briefly the story of some of our remarkable business associations. The new series, planned for some months to come, will not be a presentation merely of the most conspicuous successes with which we have had to do. Therein will be included condensed histories of advertisers large and small, those whose yearly expenditures approach or exceed the seventh figure, intermingled with those whose annual budget involves but a few hundreds of dollars.

In that to-day there are on our books nearly a full thousand active advertising accounts, it manifestly is impossible that all be represented in this coming series. Therefore, in its preparation, our choice has been a random one rather than a selection of this or that particular class or kind of business. Our aim has made chiefly for variety in that therein those of you who read might find a greater and more continuous interest.

The object of these skeleton histories of things accomplished, of course, is to interest you who are not as familiar with the Ayer Idea as we should like to have you.

In advertising it is so easy to promise and so difficult to perform, and he who shouts the loudest so frequently makes the best impression, that for a change we shall cease the general talk and commend to you who take seriously the serious business of advertising a more specific evidence of the day's work at Advertising Headquarters.

Philadelphia

New York

Boston

Chicago

Divide the population of
New York into two
classes—

Those who read the
New York Herald—

And those who don't.

Which class would you
rather have as your cus-
tomers?

[Editorial from the New York Herald, Sept. 15.]

Autumn Business in New York City

When business is bad and the public timorous the merchant reduces his stocks and curtails his advertising. When it is good he has groaning shelves and makes known his bargains by every reliable means at his disposal.

We take it that the best criterion in this city is the advertising department of the HERALD. Business must be "booming," because the HERALD yesterday printed $418\frac{3}{4}$ columns of paid notices, an increase over the corresponding day a year ago of $15\frac{1}{4}$ columns.

$418\frac{3}{4}$ columns will be found to be, if you count them, 40 columns more than printed yesterday in the second newspaper.

$418\frac{3}{4}$ columns will be found to be, if you count them, $157\frac{5}{8}$ columns more than printed in the third newspaper.

$418\frac{3}{4}$ columns will be found to be, if you count them, $168\frac{1}{2}$ columns more than printed in the fourth newspaper.

$418\frac{3}{4}$ columns will be found to be, if you count them, 316 columns more than printed in the fifth newspaper.

$418\frac{3}{4}$ columns will be found to be, if you count them, $349\frac{5}{8}$ columns more than printed in the sixth newspaper.

$418\frac{3}{4}$ columns will be found to be, if you count them, $362\frac{3}{4}$ columns more than printed in the seventh newspaper.

Take automobile advertising as an illustration and you will see that the HERALD yesterday printed about as much of this class of paid notices as any other two newspapers combined:—

	Columns.
NEW YORK HERALD.....	$15\frac{1}{8}$
Second paper.....	$8\frac{1}{2}$
Third paper	$7\frac{7}{8}$
Fourth paper	$6\frac{3}{4}$
Fifth paper	$3\frac{5}{8}$
Sixth paper	$1\frac{1}{2}$

This last table is printed merely to accentuate the obvious fact that those who have money to spend, such as those desiring to buy an automobile, are mainly sought for in the advertising columns of the HERALD.

The New York Herald

The Buying Farmers Are the Ones Who Read

FARM^{AND}HOME

The Leading National Semi-Monthly Farm Paper



It is the
Leader in its Field

IT is the practical, adaptable nature of *Farm and Home's* reading matter that makes it so good an advertising medium. It is edited by practical men and women who know what they are talking about, and they keep it full of live, practical, fascinating and wholesome reading. We keep our readers abreast of the times—keep them doing things that make their farming profitable. Every copy of *Farm and Home's*

600,000 Circulation Guaranteed

goes into the homes of farmers of the new era—enterprising business farmers who realize large profits from their farms as a result of the modern business principles they apply to farming. They *make* and *spend* money for "advertised goods," purchasing from local dealers as well as direct by mail. The excellence of editorials and high-class of advertising carried are indicative of the high-class of its readers.

Address Nearest Office for Further Information, Sample Copies and Advertising Rates

THE PHELPS PUBLISHING CO.

1909 Peoples Gas Bldg. Chicago, Ill. 601 Oneida Bldg. Minneapolis, Minn. 315 Fourth Ave. New York 1-57 Worthington St. Atlanta, Ga. Springfield, Mass.

The Importance of Market Analysis in a Young Industry

How the Motor Truck Has Come Up as an "Annex" to the Pleasure Car—The Need to Find the Right Market — Where Education Must Come in—"Blue Sky and East Wind"

By Rollin W. Hutchinson, Jr.,
M.E.

Publicity Engineer, Commercial Car Division, Packard Motor Car Co., Detroit

SINCE 1904, when there were barely more than a baker's dozen firms building business motor vehicles (and these in the main making them as a side issue of passenger automobile manufacture), there have sprung up like mushrooms in a musty cellar a fluctuating number of between 300 and 335 companies that claim to manufacture, assemble or otherwise "create" freight-carrying automobiles. Like the thermometer in the Arizona desert country or the railway securities market at this time the number of companies in the business motor vehicle industry jumps up and down at the rate of one per day. In 1912, during a six months' period, the general average was one "birth" and one "death" per day. Seventy-five per cent of the new companies starting in the industry during the past two years have been promoted by individuals without any real investigation of the market possibilities for their product and a pitiful paucity of capital necessary to develop a market.

The chief effort of the power wagon salesman is expended on the man who is buying his first truck. Repeat orders represent the life-blood of the struggling industry to-day, as they are frequently obtained without expensive selling effort and sometimes come by mail without solicitation. Without repeat orders it would be impossible for the few companies now paying dividends to exist. The missionary or educational stage of the industry has hardly

started. By no means has it been finished, as some promoters proclaim whose merchandising perspective is confined to Manhattan Island. Survival through the educational period is now the biggest problem of those manufacturers who are doing business on relatively sane and sensible policies.

The horse has been with us so many thousands of years that all conditions, customs and standards in highway transportation have been built up so firmly with the horse in mind that the task is extremely difficult. The increasing costs of horse flesh as well as horse feed are probably the most potent factors in aiding the manufacturer to find a market at this time. First-class draft horses now fetch from \$1,200 to \$1,500 per pair, and in some Eastern cities, where grain and forage must be brought in by rail from the Middle West, it costs a small fortune merely to feed a horse. Large operators of horse vehicles are daily growing more impatient of their burden of rising maintenance bills. This rather than any general established faith in the greater superiority and economy of motors is giving the industry its principal direction in finding a market. The motor user, finding that the new transportation tool will do all and sometimes more than the salesman pictured, gives a repeat order when the next three or more teams in his stable become too glaringly inefficient to maintain. In this way by slow degrees the number of freight-carrying motor vehicles now in use has grown to about 55,000 (in the United States). But as yet only one per cent of the available animal power represented by 25,000,000 horses and mules has been displaced. How pregnant with possibilities is this young and now struggling industry for those manufacturers who will "do it right," and how dangerous are the pitfalls for those who will persist in "doing it wrong"!

So much for a birdseye view of an industry whose greatest handicap has been the lack of intelligent market analyses. Probably

more wasted time and effort has been expended in attempting to sell "prospects" whose entire assets could not buy the wheels and steering-gear of a first-class motor wagon, than in any other line of endeavor. It has not been the practice to card-index the potential buyers for the particular size or sizes of machines the manufacturer builds, or to ascertain the ratings of those concerns which could properly use motors. Nor has it been current practice to predetermine the adaptability of the particular type or design to the peculiar topographical, paving, shipping or traffic regulations of a particular locality. The limitations of design, types and sizes have caused some manufacturers with a thoroughly good product to fit—or attempt to fit—a truck to a buyer's business when they knew their product was a palpable "misfit" in that particular business, or for the customer's peculiar operating conditions. The manufacturer as well as the entire industry suffers for these blunders.

Fitting a motor to a business even when the buyer is willing to do his part in revamping his inside goods-handling scheme, is not a simple matter. It calls for the experienced judgment of a transportation engineering expert, and few companies to-day possess a man worthy of the title or able to live up to it. The average salesman cannot safely determine whether a three-ton or a five-ton truck will be the most efficient or economical if the transportation circumstances are complex, or if the business is one in which few trucks have been used and precedents are not established to guide him. The latent opportunities in a trade where motors have never been introduced may be killed for years when with the current skepticism against motors that prevails an ignorant or unscrupulous salesman is allowed to sell an unsuitable motor unit in that business. This lack of market analysis is still a pernicious incubus upon the proper development of motorized business traffic, but is fortunately growing less each year.

For example, a five-ton truck

with load distribution of 60 per cent on rear wheels and two-speed gearing may be a beautiful success on the smooth, level streets of Washington City, but on the steep grades and rough highways of Pittsburgh the same truck may stall and slip in developing traction effort, and the inflexible speed ratios may work the motor to death in a short while. Again, the proximity of the wholesale mercantile district to terminals and docks, as in Cleveland, for instance, may make the gasoline truck market exceedingly limited in possibilities, as the short hauls with frequent stops are purely the province of the electric-propelled truck. Yet, in a number of such cities, manufacturers are to-day maintaining expensive factory branches on boulevards alongside pleasure car agencies or non-productive agencies, and spending their good money advertising styles of trucks which the local merchants have discovered are not profitable for their operating conditions.

MAKING DISTRIBUTION CERTAIN

Happily there are a few manufacturers who are making extended, comprehensive and conservative investigations to find the territories in which their product will best fit. Zone by zone they are slowly but surely developing country-wide distribution, feeling the pulse of responsiveness of each locality before putting in local branches or frittering away wads of their capital in national advertising or selling campaigns. Some of these small companies to-day, the butt of jokes of the large firms with their "See-how-big-I-am" bluster, are quietly outselling their big competitors, as they are only seeking business in fertile territory near their plants where they understand what the local merchants want; and because they do not have to maintain costly "service stations" three thousand miles from home. When I pass through Indiana and see a sign on a modest-sized building in the towns of Peru or Valparaiso or some other South American-sounding place, bearing the name

"Matchless Motor Truck Co., Ltd.," my risibles may rise for the moment. But on sober second thought I see that in this humble beginning may lie one of the great companies of the next ten years.

Near great teaming centers the locally established motor plant will, if wise, cater to the wants of merchants nearby and with smaller overhead for selling and "service" can, when well managed, earn greater profits on the volume of business than the "foreign" invader whose overhead may equal or exceed his profit. The distinct advantage of the small local plant will continue to make it a factor which the large "foreign" company must weigh in analyzing its market. The day of the really successful "assembled" commercial car is near, and quantity production as a manufacturing economy may be offset to a degree by the inherently smaller production cost of an assembled product, and the smaller capital which has to be tied up in a non-productive way in material and other investment.

Too many companies have been promoted entirely on "blue sky and east wind," without even capital enough to finance an experimental model through its development period. Some have been started entirely with the anticipation of booking enough business at the motor truck shows in New York and Chicago to make a "showing" to financiers, and thus obtain sufficient money to pay for the axles (bought in Detroit), the motors (bought in Muskegon), the transmissions (secured from Muncie), the frame (bought in Cleveland), the wheels (bought in Flint), and the details of an "assembled" product, the individual parts of which may have come from twenty specialty manufacturers.

Back in 1905 and 1906 trucks were crude. Design was bad; construction worse. Buyers demanded constant adjustments and repairs—free. Nobody could sell a truck without promising to keep it going constantly. Truck users "got the habit" of asking for more and more; the habit has grown year by year. Manufacturers encourage it by allowing their sales-

men to depict to "prospects" in extravagant terms the "chromos" they will get (in service) if they buy the "Invincible" truck. Little is said about service charges.

These alluring promises lead the owner to put the cheapest driver he can engage handling the truck; a driver who most likely knows all about the service business. He uses the machine as though only a shell from a 16-inch gun could hurt it. Frightful abuse, misuse, overloads and general neglect soon send the machine to the service station. The manufacturer becomes the goat. Nearly every repair bill is the subject of long dispute; threats by the owner to trade in his truck to a rival selling agent. So the long-suffering seller comes across with a reduction or complete cancellation of the repair bill and the owner laughs at him for an "easy mark." The result in the case of several manufacturers with whom I am acquainted is that the service cost to the builders averages 20 per cent of the list price in four years of the truck's use. On a five-ton truck listing at \$4,500 it amounts to \$900.

The number of properly designed and "made right" trucks is now large enough for their builders to quit playing the "wet nurse" role to the customer in the wrong way. The more he gets the more he wants. Instead of coddling the customer by giving him "service" when anything goes wrong, the manufacturer should commence now to give the user "service" in another way—by educating him how to use his truck properly, and out of the idea of expecting constant visits from expensive inspectors, who rush his vehicle to a repair station for the slightest adjustment that his driver ought to be able to take care of. Hindsight often excels foresight. Truck manufacturers not having had the foresight to see that the puling infant called service is growing into a mighty giant should take a fractional part of the money they are spending for service and educate the buyer in the right way.

(To be continued)

Eighth Annual Convention of the Trade Press Federation

THE keynote of the convention of the Federation of Trade Press Associations, held at the Hotel Astor, New York, September 18-20, was service—not purely rhetorical service, but a practical manifestation of the desire to get closer together with advertisers and subscribers, and to build papers which would serve all concerned.

The desire was evident in the "declaration of principles," patterned after that of the Baltimore convention, and adopted without a dissenting voice at the mass-meeting on Friday afternoon. It was apparent in the appointment of a committee to draft recommendations for a reorganization of the federation so as to control admissions to membership. The committee's recommendations will be acted upon at the next convention, after which time papers which do not live up to the declaration of principles may be excluded from the federation.

The declaration adopted at the Friday afternoon mass-meeting is as follows:

DECLARATION OF PRINCIPLES BY THE BUSINESS PRESS OF AMERICA

The Federation of Trade Press Associations in the United States in eighth annual convention assembled at the Hotel Astor, New York, September 19, 1913, makes the following declaration of principles:

1. We believe the basic principle on which every trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.

2. We believe in TRUTH as applied to the editorial, news and advertising columns.

3. We believe in the utmost frankness regarding circulation.

4. We believe the highest efficiency of the Business Press of America can be secured through CIRCULATIONS OF QUALITY, rather than of quantity—that character, and not mere numbers, should be the criterion by which the value of a publication should be judged.

5. We believe in CO-OPERATION with all those movements in the advertising, printing, publishing and merchandising fields which make for business and social betterment.

6. We believe that the best interests

of manufacturers, the business press and consumers can be advanced through a greater interchange of facts regarding merchandise and merchandising, and to this end invite co-operation by manufacturers and consumers.

7. We believe that the logical medium to carry the message of the manufacturer directly to the distributor and the user is the business press.

8. We believe that while many advertising campaigns may profitably employ newspapers, magazines, outdoor display, etc., no well-rounded campaign seeking to interest the consumer or user is complete without the business press.

9. We believe in co-operating with all interests which are engaged in creative advertising work.

10. We believe that business papers can best serve their trades, industries or professions by being leaders of thought; by keeping their editorial columns independent of the counting room, unbiased and unafraid; by keeping their news columns free from paid reading notices and puffery of all kinds; by refusing to print any advertisement which is misleading, or which does not measure up to the highest standards of business integrity.

Signed,
W. H. UKERS, New York.
Chairman.

H. G. LORD, Boston.
F. D. PORTER, Chicago.

The programme was also patterned after Baltimore experience, and was run on the departmental plan, the editorial, circulation and advertising departments having each its special session, with a meeting especially for the publisher on Saturday morning. The programme in detail has already appeared in PRINTERS' INK; several of the principal speeches appear in this issue, and more will come later; so it is the purpose of this summary simply to give a reflection of the spirit manifested among the nearly 600 delegates and members registered.

Perhaps Emerson P. Harris, of the Harris-Dibble Company, summed up the convention to best advantage when he pointed out that the margin between the operating expense per subscriber and the advertising income per subscriber left plenty of room for a service such as that asked for by F. R. Davis, of the advertising department of the General Electric Company, in his speech pub-

The one medium necessary to reach
the prosperous New England farmers



Springfield, Mass.

The Leading Farm Weekly of New England

There is no easier or surer way to get the farmers' trade throughout New England than by advertising in the *New England Homestead*, the New England States edition of *Orange Judd Weeklies*. It is a power among the prosperous farmers' families.

For density of circulation, for editorial leadership, for confidence in its advertisements, for the purchasing power of its readers, the *New England Homestead* is absolutely unique.

55,000 Circulation Weekly



guaranteed under a sworn statement—reaching one out of every three farmers in New England—and the best third, too.

How well *New England Homestead* pays advertisers is best proven by the character and volume of advertising carried. It carries regularly the announcements of the most successful general as well as the leading agricultural advertisers.

Address nearest office for sample copies and advertising rates of this leading Farm Weekly of New England—the **NEW ENGLAND HOMESTEAD**

ORANGE JUDD COMPANY, Publishers

Headquarters: 315 Fourth Ave., New York

Western Offices:

1209 Peoples Gas Bldg. 601 Oneida Bldg.
Chicago, Ill. Minneapolis, Minn.

Southern Office:

908 Candler Bldg.
Atlanta, Ga.

Eastern Office:

Myrick Building
Springfield, Mass.

Rural Brains Cornered

Subscribers are the Contributors as well as the Readers of The Breeder's Gazette.



So many questions are discussed in The Breeder's Gazette by its subscribers that a neighbor accused one of our contributors of putting up \$1.75 a year in order to see the story of his success with cattle and hogs in print.

Though the joking neighbor may not voice his experiences, he at least confesses that he reads and profits.

These contributions carry conviction like the words of the man on the next farm at threshing time when he produces sacked-and-tied evidence, at the rate of 35 bushels per acre, that he knows how to raise wheat. These farmers write what they have done on farms. It isn't merely theory, it's practice. Sometimes they write chattily, with a sparkle of wit. One of our subscribers estimated

that a mule has 130 pounds more will power than a horse.

It's the contributions of the Breeder's Gazette subscribers themselves that caused a reader to write us:

"The Gazette has the mentally-richest clientage of any rural journal in the world."

We have always tried to keep up to our subscribers' standards in the matter printed, in the manner printed and in the advertising admitted to our pages, but it was left to some one outside our organization to claim for The Breeder's Gazette a Corner on Rural Brains.

Advertisers may well believe that while the Gazette was cornering brains its brainy readers were rounding up dollars that they'll spend upon articles of merit and utility.

A good way for you to learn what The Breeder's Gazette and its subscribers are like, is to write us for sample copies.

Breeder's

542 South Dearborn Street

GEORGE W. HERBERT, Inc.
Advertising Building, Chicago, Illinois



Gazette

Chicago, Ill.

WALLACE C. RICHARDSON, Inc.
41 Park Row, New York, N. Y.

lished on another page of this issue of PRINTERS' INK. Another angle of the same subject was presented by Anderson Pace, advertising manager of Butler Brothers, "Chicago, New York, Philadelphia, St. Louis, Cleveland, Cincinnati—finish it yourself," and by Harry Tipper, advertising manager of the Texas Company, New York. Mr. Pace's talk will be found elsewhere in this issue, and Mr. Tipper's address will appear later.

CONCERNING AGENCY RELATIONS

The question of agency relations was discussed by John A. Hill, of the Hill Publishing Company, New York, and O. H. Blackman, of the Blackman-Ross Company. Mr. Hill's views were, briefly, that advertising agents are servants of the advertisers, and the advertisers should pay the freight. Furthermore, he was of the opinion that no general agency could serve a technical advertiser so well as the service department of the technical paper. Mr. Blackman's views will be found elsewhere in this issue. H. E. Cleland, of the Hill Publishing Company's Make-It-Pay department, contributed to the discussion with an address on the service department, which is printed on another page, and C. M. Wessels, of the C. M. Wessels Company, Philadelphia, described the workings of his co-operative agency.

The agency discussion crystallized, at Saturday's business session, in instructions to the Executive Committee to investigate and recommend a uniform standard of agency relations.

At the editorial symposium, J. C. McQuiston, manager of publicity for the Westinghouse Companies, spoke on "What Should Be Done to Improve Editorial Efficiency." Mr. McQuiston was of the opinion that trade and technical editors stuck too close to their desks, and might better reflect the trade in which they were an important part if they would get a broader view than is afforded by what comes into an editorial office. Other speakers at the edi-

torial symposium were Charles Whiting Baker, editor *Engineering News*, New York; Edmund G. Gress, associate editor *American Printer*, New York; J. George Frederick, New York; A. A. Gray, managing editor *The Electrical Review*, Chicago; and Ray Morris, of White, Weld & Co., New York.

The circulation symposium brought out papers by R. H. McCready, publisher *Knit Goods*, New York, who discussed the extreme importance to the paper of small circulation of individual subscribers prominent in the field; H. K. Fisher, circulation manager of the Hill Publishing Company, who described ways of developing selective circulation by means of trained canvassers; Henry S. Bunting, publisher *The Novelty News*, Chicago, who spoke on the laws of specific circulation and of buying units; B. Meador, of the David Williams Company, New York, who discussed the system of getting subscribers by mail, and mentioned the experience of *The Iron Age* in renewing 1,210 subscribers out of 1,240 in three months, by the use of seven letters. The talk by A. C. Pearson, of *The Dry Goods Economist*, New York, appears elsewhere in this issue. The one by W. T. Ralph, of *The Automobile*, New York, will appear in a later issue. F. J. Low, advertising manager of the H. W. Johns-Manville Company, New York, spoke on "Circulation from the Advertiser's Standpoint" (printed elsewhere in this issue), and Frank Farrington, editor of the *Inland Storekeeper*, Chicago, spoke on "Holding the Subscriber."

THE ADVERTISING SYMPOSIUM

The advertising symposium endorsed the theoretical side of advertising in addresses by Dr. H. L. Hollingworth, Director of the Laboratory of Experimental Psychology at Columbia University; Paul T. Cherington, of the Graduate School of Business Administration, Harvard University; and George Burton Hotchkiss, Assistant Professor of Business English at New York University.

O. C. Harn, advertising manager of the National Lead Company, outlined the progress made by the various advertising associations to secure a uniform system of circulation audits. The substance of Mr. Harn's report has already appeared in **PRINTERS' INK**.

A lighter feature of the advertising symposium was the public attempt by Brock Mathewson, of *Motor World*, to sell a year's contract to Charles Shank, buyer of advertising for the Winton Motor Carriage Company.

Partly as a result of the circulation and advertising symposiums, a resolution was introduced into the business meeting on Saturday that it was the wish of the federation that Congress extend to all classes of publications the clause in the Post-office appropriation bill making it incumbent upon daily newspapers to print their average paid circulation twice annually. This resolution developed the only serious difference of opinion in the entire convention, and was finally laid on the table indefinitely.

INSIDE STORIES OF PUBLICATIONS

An important place in Friday morning's programme had been given over to inside stories of some big trade-paper successes. It was hoped that W. H. Taylor, president of the David Williams Company, would be present to tell of the history of *The Iron Age*. Mr. Taylor was abroad, however, and his place was filled by George W. Cope, editor of *The Iron Age*.

Mr. Cope described the jealousy in mercantile circles at the time of the paper's start, in 1856, by John Taylor at Middletown, N. Y. It was extremely hard to secure the news, and harder still to get anybody in the hardware trade to take the paper seriously. In 1864 it was moved to New York, and in 1868 it was sold to David Williams, who published it until its sale to its present owners in 1909. Throughout his ownership of the paper, Mr. Williams stuck to the policy of refusing to give any circulation figures to anybody, and though the manufacturing interests were continually demanding

more and more of the paper, he continued to maintain the retail hardware section. Shortly after its purchase, however, Mr. Taylor adopted the policy of frank circulation statements, and divorced the retail business from *The Iron Age* entirely, creating the new publication, *Hardware Age*. The result, said Mr. Cope, has been much more business for both publications.

Another disappointment was in store for the delegates, when President Sweetland announced that James H. McGraw, of the McGraw Publishing Company, was ill. The story of that publishing success was accordingly told by A. E. Clifford, of *Engineering Record*.

"The two essentials in the success of the McGraw publications," said Mr. Clifford, "have been editorial independence and quality circulation." Another reason in the success of this family of publications was their early recognition of the fact that a trade paper publisher, to be successful, must charge a fixed rate for his space, and to insist that his advertising bills be paid promptly, and not left to the last as is often the case. The idea of service to the advertiser was also a keystone in their growth, the department organized to handle this work having grown from one man to ten in the last ten years.

Mr. Clifford also stated that the reason the *Electrical Engineer* and *Electrical World* were purchased was to make it possible to substitute constructive co-operation for destructive competition. Before the taking over of these properties it was common for an advertiser to split his space among all the papers in the field, with the result that it did not pay him at all. After the consolidation, however, they could show the advertiser where it was to his interests to use big space in one paper in preference to small space in all, without harming their profits.

Charles T. Root, president of the United Publishers' Corporation, New York, told of the founding and development of *The Dry Goods Economist*.

This Advertisement Is For Advertisers Who "Do Not Use Farm Papers"

There are more than 6,500,000 farm families in the United States.

THE COUNTRY GENTLEMAN reaches about one-quarter million of these.

It charges the maximum subscription price.

It gives no premiums.

It enters no clubbing schemes.

Its appeal is to the wide-awake, progressive farmer.

Its circulation, therefore, automatically comes from the most intelligent and prosperous.

FARM advertisers already know the advertising vitality of this circulation.

GENERAL advertisers, who "do not use farm papers," ought to consider whether this intelligent, selected audience isn't to be sought by them just as seriously as they would seek out the most intelligent percentage among any other classification of the population.

ADVERTISING DEPARTMENT
THE CURTIS PUBLISHING COMPANY



BANQUET OF THE CONVENTION OF THE FEDERATION OF TRADE PRESS ASSOCIATIONS
AT HOTEL ASTOR, FRIDAY EVENING, SEPT. 19.

Founded in 1846 by Wm. Burroughs, Jr., and Robert Boyd, it was first called *Dry Goods Reporter and Commercial Glass*. In 1852, probably with the London *Economist* in mind, the title was changed to *United States Economist and Dry Goods Reporter*. In those days the paper attempted to cover finance, commerce, transportation, insurance and religion! As far as the dry goods field was concerned, it was a paper for the manufacturer, the wholesaler and the importer, leaving the retailer entirely outside its horizon. It happened, however, that the retail interests were by far the most progressive, and by 1888 the trade had left the *Economist* so far behind that the property was worth very little. Mr. Root bought the paper in the latter year, and immediately turned it into a retail publication. Mr. Root emphasized the importance of correct fashion prophecy, and stated that in several instances he had received requests as to what price he would charge a retailer

to become the "exclusive subscriber" for his town. In illustrating how the sceptre had passed from the jobber to the retailer, the speaker told of the irate jobber who threw a copy of the *Economist* on the floor, and jumped on it with the remark that it had hurt his business by making it impossible to unload out-of-date stock in the remote rural districts as had been his custom.

John A. Hill, president of the Hill Publishing Company, paid a tribute to the men of his organization whom he said were responsible for its growth more than he was. "The Hill Publishing Company has grown in spite of me, rather than because of me," was the way Mr. Hill put it, and likened the four hundred and fifty employees of the Hill Publishing Company to a democracy, rather than a monarchy. According to his way of thinking, success in the publishing business is largely a result of doing things different—doing the things that others say can't be done.

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

In speaking of the agency as a means of disposing of space Mr. Hill said that they had found this method rather unsatisfactory. He cited his experience with the *American Machinist*. There was a time when the *American Machinist* depended on the agency altogether for their advertising contracts, but they were not able to get enough contracts. "We raised the commission—nothing doing. We took away the commission, charging the advertiser net price—the agent would group our publication in among others, average the commission, and cut our rates to advertiser. So we decided to cut the agent out all together."

In summing up the success of his publications he credited a good portion of it to the slogans of the different departments which make up the company as a whole. The slogan of the circulation department is "Find the buyer"; the advertising department, "Get it right or don't get it," the editorial department, "Readers' interest first" and the "Make-it-pay" department speaks for itself.

E. A. Simmons, president of the Simmons-Boardman Co., and also of the McCall Publishing Company, told the story of the *Railway Age Gazette*. Regarding his early connection with the publication he said:

After the close of school in June, 1889, I walked down-town and asked G. D. Matthews, of the firm of A. D. Matthews & Sons, one of Brooklyn's largest drygoods stores, for a job. I was armed with these two letters—the first from an old lady, then over eighty years old, a mutual friend of my grandmother and Mr. Matthews; the latter from my Sunday School teacher. The interview resulted in a job at \$1.50 a week selling bargain counter truck. I worked from eight in the morning until six at night, with a half hour for lunch, and was subject to fine for tardiness in passing the time clerk. Right here I learned punctuality. My weekly stipend would not stand many minus signs.

On September 16, some three months later, and after I had succeeded in convincing my employers that I was entitled to another dollar a week (the raises came in two installments of fifty cents each), I left the bargain counter and was employed by *The Railroad Gazette* to read and clip newspapers at five dollars a week. It was the money that attracted me; but I can recall no other instance in my whole career in which money was the deciding factor.

At this point the *Railroad Gazette*,

which had been printed weekly in Chicago and was driven here by the great fire of 1871, was thirty-three years old. It was a staid old publication, with a reputation for truth, accuracy and stability. Its most pronounced battle scar was the result of the war of broad versus narrow gauge which ended when the railways decided to adopt the uniform standard suggested by the *Railroad Gazette* and now used almost universally throughout the United States.

The owners of the paper were then in their prime. They thrived on hard work and were content with small compensation. With the natural growth of the industry, the paper grew; but old-fashioned methods obtained and the growth was stunted. Competition sprang up in the West; but those responsible for the conduct of the property preferred to rest on their laurels, secure in the belief that their position was impregnable.

I was wearing a pair of home-made knickerbockers when my dear old employer, William H. Boardman, hired me; and even after I had risen to the dignity of secretary, in 1898, he continued to call and refer to me as "The Kid." It is little wonder, therefore, that he laughingly brushed me aside when I warned him of the inevitable result of his "stand pat" policy. Finally the cloud of competition grew to such proportions that Mr. Boardman needed no other eyes through which to see; and in the very center of that formidable mass appeared *The Railway Age*, of Chicago, headed by one Hugh M. Wilson.

Finally a council of war was held, and for the first time "The Kid" was asked to sit at the table. He advised buying the Chicago paper, but Wilson wouldn't sell. The obvious alternative was to fight.

The backbone of the *Railroad Gazette*, its editorial strength, had not deteriorated, but a younger generation of railway officers had sprung up and they preferred the ways of the paper that had been born twenty years later. The task before us was to so remodel our editorial policy as to hold our old readers and attract the new. This was slow work, but a radical change would have been suicidal.

He then told how the size of the publication was reduced and its typography brought up to date. In October, 1903, Mr. Simmons took complete charge. He made overtures to the *Railway Age* looking to a purchase and this was consummated in May, 1908. Most of the good men of both papers were retained and money was spent freely to raise the editorial and advertising standards. The editor was given full charge in his domain. A one-rate-for-all basis was established. Circulation statements were guaranteed.

(Continued on page 33)

In One State, 304 Important Mines— 580 Subscriptions

In another important mining state there are 355 producing mines and the subscription list is 341. It is this *thoroughness* that gives

THEENGINEERINGAND MINING JOURNAL

its tremendous influence as a medium in the metal mining and metallurgical industries.

THE five great quality circulation engineering weeklies of the Hill Publishing Co. are:

The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News (1874)

The Standard Paper of Civil Engineering and Contracting. Circulation 20,000.

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 28,750.

'Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 32,000.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 12,250.

These figures are typical of the Journal's circulation among the producing mines of the world.

When a paper at almost twice the price of any other in the field practically covers 95 per cent of the important men of the industry, it reveals a certain substance and quality that no wise advertiser passes by.

Its subscription list represents *buying power*—that, we take it, is what you prefer to appeal to rather than mere bulk circulation. To manufacturers of machinery, equipment and supplies used in mining and smelting operations, the Journal offers the greatest possible degree of effective publicity.

To make **YOUR** advertising right—consult our **Make-It-Pay** Department. Tell them **WHAT** you want to advertise—they'll know **HOW**.

Drop them a line to-day.

Hill Publishing Co.
505 Pearl Street New York City

We Can Show You

That our product will bring business.

That we are not merely mechanically correct, but that we co-operate with you to make your printing bring results.

That our modern and splendidly equipped printing office has a capacity of over a million dollars a year.

That our customers are satisfied and stick by us because it pays.

That work turned out by us makes its IMPRESSION on your customer.

That customers who have left us on a question of price have returned for satisfaction.

FACILITIES unsurpassed in the United States on Catalogues and Magazines of large editions.

That it will pay you to hear our story before putting out your next book or periodical.

Charles Francis Press

ou We Can Prove It

We make the statement that we can show you the best and most modern equipment for **PRINTING** of Catalogues and **Magazines** of large editions in a most satisfactory and profitable manner.

We are now printing a large number of **Magazines** and giving the very best service; several have been with us over ten years and are likely to stay ten years more.

Our business idea is to get customers who will **STICK** and let us and themselves make a **LIVING** by producing the quality and giving the service necessary to secure a **PROFIT** to both seller and purchaser.

We make the assertion that we give better satisfaction than anyone in our line. Let us prove it.

SS 10 and 32 West 13th Street, New York City
TELEPHONE 4090 CHELSEA

About Flour

In cities and towns housewives buy bread; flour is sold to country housekeepers.

Flour manufacturers who seek to interest the consumer in flour, rather than in bread, can do it by using publications which circulate in the country.

The flour manufacturer who is overlooking "The Field of Gold" is missing something. Any agency representative who wants to send us a list of flour company directors and executives, with a suggestion to send our literature, will enlist our active cooperation.

Moreover, we are glad to help, in any way we can, in a study of the market among country people for any good product—our only stipulation is that it shall fit country needs.

So, whether you make flour or collars, jewelry or shoes, automobiles or fountain pens, consider the possibility of selling to those on farms—they are believers in advertised goods because they have come, through such institutions as our "Fair Play" plan, to regard the advertised article as standard. Give country people a chance to hear your story—once convinced they are lastingly converted.



Wilmer Atkinson Co.
Washington Square
Philadelphia, Pennsylvania

Friday afternoon was devoted to an inspirational mass-meeting, attended by many friends of delegates and members. The speakers were Frank Alvah Parsons, of the New York School of Fine and Applied Arts, on "The Principles of Advertising Arrangement"; Dr. Talcott Williams, director and professor of journalism, Columbia University, on "Advertising Advance and Responsibility"; Wm. H. Ingersoll, of Robt. H. Ingersoll & Bro., on "Fair Competition and the Future of the Retail Merchant"; Richard H. Waldo, advertising manager *Good Housekeeping Magazine*, on "The Trade Paper from a Magazine Man's Viewpoint" (published elsewhere); Prof. Walter Dill Scott, of Northwestern University, on "The Psychology of the Twentieth Century Man"; and Herbert N. Casson, of the H. K. McCann Company, on "How to Sell a Trade Paper."

The annual banquet was held Friday evening, September 19. The speakers were William A. Marble, president, Merchants' Association of New York; Hon. Charles F. Moore, counsel, American Paper and Pulp Association; Dr. N. F. Waters, pastor, Tompkins Avenue Congregational church; Dr. Talcott Williams, and Tom Daly, of the *Catholic Standard*, Philadelphia.

The convention was brought to a close by the publishers' symposium, addressed by B. B. Herbert, *National Printer-Journalist*, Chicago; J. Newton Nind, *Furniture Manufacturer and Artisan*, Grand Rapids; Allen W. Clark, *American Paint & Oil Dealer*, St. Louis; Albert Frederick Wilson, department of journalism, New York University; Charles G. Phillips, president, Root Newspaper Association; (Mr. Phillips' address appears on another page of this issue); Clowry Chapman; Anderson Pace, advertising manager Butler Bros., Chicago (Mr. Pace's address is printed on another page); Emerson P. Harris, of the Harris-Dibble Company, New York, and C. R. Clifford, of Clifford & Lawton, New York (published elsewhere in this issue).

The officers of the federation for next year are: President, F. D. Porter, *The National Builder*, Chicago; vice-president, J. C. Oswald, *The American Printer*, New York; secretary-treasurer, E. E. Haight, of the Class Journal Company, New York.

Notes and Comments of the Convention

Brief addresses were made at the opening session by Frederic F. Cutler, of the *Shoe & Leather Reporter*, president of the New England Trade Press Association; F. D. Porter, of the *National Builder*, Chicago, president of the Chicago Trade Press Association; Allen W. Clark, of the *American Paint and Oil Dealer*, St. Louis, for the St. Louis Southwestern Trade Press Association; and Grant Wright, of the *Eastern Dealer in Implements and Vehicles*, Philadelphia, president of the Philadelphia Trade Press Association. A letter was read from R. I. Clegg, of *Woodcraft*, Cleveland, representing the unaffiliated papers.

R. R. Shuman, of the Shuman-Booth Company, Chicago, and formerly advertising manager of the Liquid Carbonic Company, spoke on "The New Force in Business."

Elton J. Buckley, editor of *The Grocery World and General Merchant*, Philadelphia, spoke on "The Weakest Spot in Trade Press Efficiency."

Convicted of Untrue Advertising

On Monday, September 8, Maurice Smith, a retail shoe dealer on Central street, Milford, Mass., was found guilty of knowingly making or disseminating in a newspaper advertisement untrue or misleading statements or assertions concerning the quality, the present or former price, of some of his merchandise. Smith was fined \$50 and appealed to the Superior Court. The conviction resulted after a trial lasting two full days and the taking of considerable testimony.

The prosecution was made on the complaint of the vice-president of Rice & Hutchins, Inc., of Boston, shoe manufacturers, who have large factories in Marlboro, Rockland and South Braintree, that in a recent issue of the *Milford Evening News* the defendant falsely advertised that he had for sale "Men's Rice & Hutchins' 'Educator' \$4.00 Shoes—Your Choice, \$1.50 Per Pair." Evidence was introduced by the prosecutors to the effect that certain persons went to the defendant's store immediately upon the publication of this advertisement in the newspaper and asked for Rice & Hutchins' "Educator" shoes as advertised, "Educator" shoes being a particular style of shoe manufactured solely by Rice & Hutchins, Inc., under a patent owned by them.—*The Shoe Retailer*.

First Milwaukee Meeting of the Season

Fraudulent advertisers are going to be watched and punished to the full extent of the law if plans of the Advertisers' Club of Milwaukee, as laid down in the first meeting of the season at the Gimbel grill room, September 10, are carried out.

"Two 'crooked' advertisers have already fallen under the gaze of our vigilance committee," said the newly elected president, C. L. Benjamin, "and - we are going to catch them all. Our club aims toward clean and honest advertising, and we are going to get it if it is within our power."

There were over 100 members of the club at the dinner and meeting. Great interest was shown in the plans for the season, as well as in the address of James A. Townsend.

Mr. Townsend spoke on the convention at Cincinnati of the Central Division of the A. A. C. of A. Nearly fifty Milwaukee men are expected to be present at the convention.

Semi-monthly meetings, including dinners, speeches along educational lines by outside men and other features akin to the advertising business will be held during the winter. The membership of the club has been doubled, but the members hope to increase the number before next summer.

Besides the election of President Benjamin, the following were chosen:

Vice-president, Vincent Pace; secretary, Fred Ericksen; treasurer, R. P. Spencer; board of governors, Raymond Carver, A. M. Candee, M. C. Ropier, F. S. Rost and Henry Brockbank.

A. N. A. M. Plans Window Trimming Bureau

The window display committee of the Association of National Advertising Managers, is planning to establish a national window trimming bureau for the purpose of co-operating with dealers and helping them to get a more profitable return from their window space. The window display committee is an outgrowth of the dealer co-operation committee, which, under the chairmanship of W. P. Werheim, advertising manager of Pratt & Lambert, Buffalo, did much to throw light on this important phase of national advertising.

Frank but Unconvincing

B. L. T., the funny man of the *Chicago Tribune*, recently dug up the following and labeled it "Zero in Advertising."

"(From the circular of a bottled water concern.)

"And before breakfast drink two big glasses, and some more between 9 and 11:30, then some more during the afternoon, and a big glass before you go to bed. Don't overlook this advice just because we are selling — water. If we were selling glue we would say the same."

Books on Paper

GEORGE B. WHEELWRIGHT PAPER CO.
BOSTON, Sept. 8, 1913.

Editor of PRINTERS' INK:

In your issue of Sept. 4th I notice a paragraph on "Books on Paper Making," and believe I can suggest a better book for general use, such as a consumer of paper would want, than any included in your list. It is called "Paper Technology" by R. W. Sindall, and it handles the subject largely from the consumers' point of view.

Incidentally I might add, I am engaged to write a book on "The American Paper Industry," which is calculated to meet the needs of the paper consumer in its technical information, and will be of interest to the manufacturer and jobber in the information it gives of the industry, and especially in regard to the methods of merchandising paper.

WM. B. WHEELWRIGHT.

Value of Printers' Ink References

POSTER ADVERTISING ASSOCIATION
CHICAGO, Sept. 15, 1913.

Editor of PRINTERS' INK:

Allow me to acknowledge, with deep gratitude, receipt of your letter with data concerning the food product campaigns that have been made matters of record in PRINTERS' INK.

These references are extremely valuable to us, as they must be to everyone interested in advertising. Your new research department is a wonderful help to me, and if there is any way that I can reciprocate pray command me.

HERBERT C. DUCE.

Death of Bernardo Fischer

Bernardo F. Fischer, son of one of the founders of the piano house of J. & C. Fischer, New York, died at his home in New York on September 14.

Mr. Fischer, who was 62 years old, retired from the piano business four years ago.

B. F. Kirkland, formerly vice-president of the Leven Advertising Company, and now operating his own agency in Chicago, is placing orders in Chicago and Chicago territory for the Erie Railway and Cedar Brook Whiskey.

L. A. Paisley, for several years managing editor and advertising manager of *Modern Methods*, Detroit, left that concern recently to join the Louis A. Pratt Advertising Company, Detroit.

George W. Cecil, Jr., formerly assistant to Russell Gray, head of the Advertisers' Service Department of the *Philadelphia Record*, has joined the copy staff of the George A. Deatel Agency, Baltimore.



47 $\frac{1}{3}$ %

The investigation of McClure paid-in-advance subscribers in the 19 cities, from Salem, Mass., to Milwaukee, Wis., shows a large percentage of home owners. In Cleveland, for instance, 45%, and in Syracuse 61%, own their own homes.

The average for the 19 cities is 47 $\frac{1}{3}$ %. Consider what this means purely on a percentage basis, and consider too that McClure's goes into more than 500,000 homes every month.

You can get facts from McClure's. Are you interested?

Forms for December close October 15th. December edition, 600,000.

McCLURE PUBLICATIONS, Inc.
New York

McCLURE'S

The Marketplace of the World
FOR GUARANTEED GOODS

56½% own their own homes

THE homes into which The Mother's Magazine goes each month are permanent residences. This fact interests every advertiser who wants to reach the solid, influential people in the thriving smaller cities and towns throughout the United States.

It interests those whose products go into the construction and upkeep of dwellings. It interests manufacturers of household supplies and equipment. And it interests us—

IT is one more proof that we have the kind of readers advertisers want. We know that 98½% keep house—97% take enough interest in their homes to do all or a part of the housework—90% are mothers—82% read the ads with intent to buy—65% of our circulation is in towns of 25,000 population and under.

Are you interested in more information?

Write to any of the undersigned.

(This ad is number 5 of a series)



OVER HALF
A MILLION
CIRCULATION

THE

MOTHER'S MAGAZINE

DAVID C. COOK PUBLISHING COMPANY
ELGIN, ILLINOIS

Charles W. Yates
Metropolitan Tower
New York City

Sam Dennis
Globe Democrat Bldg.
St. Louis

W. J. Macdonald
People's Gas Bldg.
Chicago

"The Vices and Virtues of Service Departments"

Address before Federation of Trade Press Associations, New York

By H. E. Cleland

Manager, the Make-It-Pay Department of the Hill Publishing Co.

WHATEVER may be said of the old original reformer, Oliver Cromwell, none will accuse him of being afraid of truth. Said he, "Paint me as I am, wart and all."

Whoever it was that tacked the title to this talk suspected the wart and labeled it "Vices."

Very good, we'll accept his intimation that there are vices, and as we dwell fondly on the virtues of service work, we shall slip in an occasional sin to temper the talk with the tang of truth.

Let us begin with vice—always more attractive than virtue when you're only allowed a ten-minute whirl at both.

A glance at this audience does not reveal that you are in the primary class of publishing. Not even the presence of three eminent university professors would confirm any such misapprehension. But if personal observation and research count for anything, most of you haven't even graduated from kindergarten so far as a knowledge of the objects, aims, results and importance of real service work are concerned. A composite picture of the knowledge of some publishers as publishers and their knowledge of the purpose of service work will show a graybeard in short panties. It is a grotesque picture, but it's a true one. In brief, there's a full-sized expansion along one line, and a dwarfed development along the other. To the best of my knowledge this is the first time that service work has ever been given a place on your programme. It should be there every time.

Why do these conditions exist? I'll tell you. It's because you don't put back of your service departments the stimulus of your belief in them. You haven't giv-

en them the chance they deserve to prove their worth. You may crack up your service work to the skies when business judgment seems to warrant it, but back in your heart here you are very, very certain that it's a necessary evil or an unnecessary expense—and you'd stop it in a minute if only the other fellow would set you the example. In that respect you are like those advertisers who periodically get together and say, "Let's cut out all this trade-paper advertising and save the money." You'll O. K. an expense account that includes cocktails and chickens if the contract's in sight, but where it comes to giving up a few almighty dollars to make that contract make good, some of you squeeze the eagle until it lays an immature egg.

You complain of the concern that turns its advertising over to the shipping clerk, and then show that you profit by the example by putting your service work into the hands of a combination artist and ad-writer who isn't much of either. I know of one man who boasts of editing the paper, soliciting subscriptions, closing contracts, dunning debtors and writing copy. He's the all-around wonder. In his protean character he oft-times dubs himself "service department" and gets away with it. I think *he's* the guy that put the "vice" in ser-vice.

The fundamental idea of service work can be expressed in three words. It is to *make-it-pay*. Make it pay the advertiser—then it will pay you.

The publisher *must* take care of the advertiser who cannot or will not take care of himself. You can no more afford to have your valuable space used unintelligently than a woman can afford the breath of scandal. You

Troy, N. Y.

Troy, the Collar City, is at the uppermost end of the navigable Hudson.

In round figures, 150 miles from New York City, the center of a vast spider-web of transportation, steam, electric, river and canal.

It is a flourishing city of 80,000 busy, prosperous people—who have surrounded themselves with every municipal comfort and convenience.

New, costly Public Buildings.

New, locally donated Public Library.

Educational institutions of world-famed prominence.

Handsomeness, substantial business blocks.

Beautiful residences.

Streets as clean as a new collar.

A splendid trolley system, urban and inter-urban. Within a 5c. fare a population nearly doubling that of Troy.

Its citizens are public spirited, open handed, alert, American.

Over a quarter of its \$40,000,000 manufacturing output is paid in salaries and wages.

These figures should prove significant to the advertiser who wants the utmost for his appropriation.

The Troy Record

cannot afford to print advertising which does not pay any more than you can afford to turn pick-pocket.

At great editorial expense the publisher of a good business paper provides an efficient carrier for a message. That message must be strong and convincing, or you will have the anomaly of a Twentieth Century Limited, with all its super-equipment and speed, carrying hogs to the Chicago market.

There is no more profit in carrying unresultful copy in a high-priced paper than there is in carrying a fat hog in lower ten with a nigger to currycomb its convolutions.

Theoretically the well-edited and circulated business paper is the best medium on the footstool. Its selected circulation and low rate make it ideal for the manufacturer of things in its field. If it falls from its high estate and fails to produce results, what's to blame? Poor copy, bad analysis of conditions, no plan back of the campaign. That's the answer, and it behooves the publisher to correct the error.

The agent seems to think that this duty is his own and that the responsibility for it should be shifted to him—at so much per shift. He forgets that the publisher's representative must, under those circumstances, first convert his prospect to a belief in advertising, then to a belief in advertising in his particular paper, and finally to a belief in hiring an agent to handle the business. You all know that your salesmen have trouble enough with the first two tasks without adding to their burdens the additional one of becoming the agent's representative and selling his service.

And, says the same agent, you have no right to charge the same rate to the advertiser who does not use your service as you do to the one who uses it. At first sound that rings true. But second sound shows a crack in the metal. A well-organized and developed service department actually reduces the cost of selling space—both in the initial sale and

in the renewal. That is too obvious a fact to need argument. If a man can't sell real service easier than he can sell white space he's destined for membership in the Down and Out Society.

With the cost of selling reduced, the price of space to all advertisers is kept down. This is proved completely enough in the case of at least one paper where, despite better paper, better printing, larger circulation, higher wages, shorter hours and higher rent, the price of space hasn't increased one red cent in thirty years.

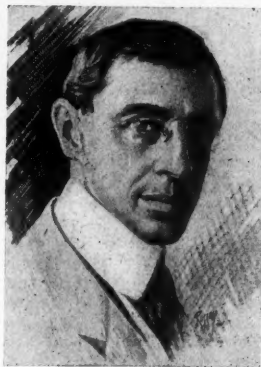
You sell a thousand dollar machine to Mr. Smith at a selling cost of \$50. It costs you, perhaps, \$200 to sell a similar machine to Mr. Brown. Do you offer Mr. Smith a rebate because he was the easier prospect? Not noticeably. You pay rent for an office one flight up, and you walk up and down instead of using the elevator. Do you find a rebate check from the landlord at the end of your lease? Not noticeably.

Every line of business to-day renders service, and most conspicuously the big engineering concerns. Do they grade their charges in proportion to the service rendered? Not noticeably. Their business is to see that the machinery they turn out lives up to promises, and you can gamble that they will not see it fall down simply because it falls into the hands of a blunderer. They can't afford to.

Do you find the large advertisers in business papers—those who maintain their own advertising departments—anxious to see their ads in the midst of poorly written and displayed copy? Not noticeably.

They want to see every ad in the paper as uniformly good as possible because they're wise enough to know that when the advertising pages as a whole are attractive the readers go to them. They may not use a dollar's worth of the service department's time but they benefit none the less.

There are weaknesses in the



Illustrations

"The work of the artists in HARPER'S WEEKLY is not what they do because there is a widespread demand for it, but what they do because it expresses them as intelligent, gifted men. It is the thing that they would do for a dinner of artists in which every guest was contributing something he knew would be appreciated by his friends, but would hardly be sought for by the department store publications."

From

HARPER'S WEEKLY

EDITED BY

NORMAN HAPGOOD

A publication of particular merit as an advertising medium for the kind of business it will seek.

McClure Publications, Inc.
New York

service departments—in the best of them—none will deny them.

But there's no weakness in the idea. That's fundamentally and inherently sound to the core.

Go back into the good old days—back in to the Stung Age, if you will. Look over your files of twenty years ago. As you gaze at the advertising pages, you're confronted with something that bears a strong resemblance to a graveyard after the visit of a tornado. In that gloomy mixture of worn cuts, freak borders, stud horse type and standing cards, there stalks the drab spectre of no-service.

Look over your papers to-day. Some of you will find improvements. I wonder why?

Gentlemen, for profit's sake the pages of *all* business papers must be improved until the term "trade paper" is a name to conjure with and not a by-word in the mouths of advertisers.

And that day will come when you put all of your faith, and all of your belief in the modern slogan of business, "He gets most who serves best."

A new spirit is stealing into commercial life, and it is founded on the old-new creed, that to get the best from others we must give the best that's in us.

Three Accounts Shift

The accounts of the United Fruit Company, the International Motor Company and the Royal Typewriter Company are now handled by the Bates Advertising Company, of New York.

The United Fruit Company will soon start a campaign in the magazines and the International Motors Company will use both newspapers and magazines. The Royal Typewriter Company will use magazines.

It is estimated that the advertising to be done for the three companies will amount to over \$300,000.

Waldo Appointed

Richard H. Waldo, advertising manager of *Good Housekeeping*, has been appointed chairman of the committee on publicity of the American Public Health Association in connection with its next convention, to be held in Jacksonville, December, 1914. The appointment by President Dr. Woodward followed an address by Mr. Waldo at the convention just held in Colorado Springs, on the topic, "Role of Controlled and Guaranteed Advertising in Protecting the Foodstuffs of the Nation."

Receiver for Burkitt & Co. Agency

A petition in involuntary bankruptcy was filed last week against Burkitt & Co., advertising agents, Mallery Building, Chicago. The petitioning creditors were S. C. Beckwith Special Agency, Inc., New York and Chicago; the New York *Sun* and the New York *Times*. A schedule of assets and liabilities has not as yet been made up by the receiver, Howard Hews, 79 West Monroe street, Chicago. It is claimed by Burkitt & Co. that its accounts receivable, cash on hand and other assets will enable the receiver to pay a certain percentage on the claims against the estate. At a meeting of the creditors of this company something like a month ago, it was decided to accept 50 cents on the dollar in settlement, but it is said the cash settlements were not made within the specified time and the receivership followed. Among the larger foreign accounts placed by Burkitt & Co. were the American Correspondence School of Law, Chicago, and the Peabody, Houghteling Company, bond and mortgage brokers, Chicago.

Hampton an American Tobacco Vice-President

Benjamin B. Hampton, formerly of *Hampton's Magazine* and the Hampton Advertising Agency, has been elected a director and vice-president of the American Tobacco Company to succeed P. J. Hanlon, who has retired from the tobacco business.

Mr. Hampton has only been directly affiliated with the American Tobacco Company for about a year and a half, but when he was conducting his own agency he had charge, for a period of some six years, of the American Tobacco Company's advertising.

As vice-president of the American Tobacco Company, Mr. Hampton will be in charge of the smoking tobacco department, of which he has been virtually the head for some months.

W. H. O'Brien has also been elected a vice-president, succeeding M. C. Patterson. Mr. Patterson resigned from the American Tobacco Company the first of this year, and is now the head of the Patterson Tobacco Company, an independent concern.

Costello Western Manager of Doubleday, Page

Several changes have been made by Doubleday, Page & Co. in their advertising department. George Costello, who has been connected with the company for twelve years lately as a representative in New York has been made Western manager succeeding Henry L. Jones who returns to take up work in connection with the home office in New York. O. S. Kimberley, who has handled the New York state territory for Doubleday, Page & Co. for some time, has had Western Pennsylvania added to his territory.

Complete Analysis Of Circulation

makes the advertiser judge
and jury in determining
the value of an advertising
medium.

The McGraw Open-Door Policy

puts within reach of every
advertiser every detail of
circulation and every other
detail desired concerning the

McGraw Technical Journals

Full information concerning
each of the weekly McGraw
Engineering Journals is pub-
lished in a booklet entitled
Advertisers' Guide. Copies
are yours for ¹/₂ a word.

McGraw Publishing Co., Inc.

239 West 39th Street, New York

Engineering Record

Weekly. Circulation 19,500. Read by civil engineers, contractors, water works executives and municipal officials. Carries more advertising than any other engineering journal. Has doubled its circulation within a few years.

Electric Railway Journal

Weekly. Circulation 8000. Read by practically all important electric railway executives and department heads. Covers the field completely.

Electrical World

Weekly. Circulation 20,000. The most influential journal of the industry it serves. Used by over 500 advertisers weekly to reach central stations, isolated plants, electrical engineers, contractors, jobbers and dealers.

Metallurgical and Chemical Engineering

Monthly. Circulation 5,700. Carries a vital message for executive and operating officials in chemical, electrochemical and allied industries, iron and steel plants, metal-treating plants, ore dressing mills, smelters and refineries.





Tremendous Advertising Possibilities

The railway industry *spends many millions* annually for equipment—for locomotives, cars, telegraph poles, gas engines, brooms, table ware; in fact, nearly every known device.

The *proper marketing* of these devices has been the keynote of success for many institutions. And perhaps in the railway field, more than any other, it is of *vital importance* that the complexities of the business be thoroughly understood.

An attempt to sell supplies to railways as they are sold to industrials or the individual would in ninety-nine cases prove fatal. A full knowledge of *railroad organization* is absolutely essential to the successful termination of any advertising campaign for railroad business. Without that knowledge no Sales Manager can direct his efforts efficiently nor can an Advertising Manager or Agency produce the right kind of sales-helps and copy.

Right here we can help you. We have had years of study and co-operation in the development of the *right* kind of mediums and copy. Our three publications in the railway field carry *more* edi-

torial and advertising pages than all other railway publications combined.

Our supremacy is not a mere matter of accident. Constant investigations and a close alliance between publication and reader are certain to unearth newer and more direct methods of performing a better service both to reader and advertiser.

Analysis of these first-hand investigations proved that much of the operating data of interest to the Chief Mechanical Officers was not of interest to Traveling Engineers or Master Mechanics who are concerned mostly with the technical end. Therefore, we made a paper exclusively for railway officers in the mechanical department.

The same condition was true in the young-and-fast-growing signal branch of railway organization, so we produced a paper at the service of these officials.

Don't you now recognize the *tremendous possibilities* of getting a message to such a highly specialized group of individuals in the world's second largest industry? Read the guarantee we make on the opposite page.

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and class.

WE GUARANTEE that of this issue 10,150 copies were printed that of these 10,150 copies 8,074 were mailed to regular paid subscribers and 200 were provided for quarter and news companies sales, that the total copies printed this year to date were 235,900—an average of 8,664 copies a week.

NAME _____

ADDRESS _____

Date _____ 191 _____

The publisher of the RAILWAY AGE GAZETTE is hereby authorized to insert our advertisement, beginning _____ 191 _____ to occupy the equivalent of _____ pages or more within one year (52 weeks) from date, and equal space yearly thereafter until the termination of this order by either party by thirty (30) days' notice in writing; space to be used as desired in any of the forms designated on the back hereof and to be paid for monthly as used at the rate of \$ _____ a year; if more or less space than pages is used yearly, the space actually used _____ paid for according to the schedule of rates printed on the back hereof. All conditions of this order are expressed herein.

The publisher of the RAILWAY AGE GAZETTE guarantees and hereby makes a part of this contract the statements of its circulation regularly printed in the paper.

Accepted for the Publisher _____

By _____

Circulation Guaranteed By Contract

In each and every number of the RAILWAY AGE GAZETTE; RAILWAY AGE GAZETTE, MECHANICAL EDITION, and THE SIGNAL ENGINEER, we publish on the editorial page the total number of copies printed and what part of that total are paid subscribers. And, furthermore, that statement is *guaranteed by contract*.

So far as we know, this is a step in advance, not alone of railway publications, but of all technical papers. The guarantee-by-contract insures a known circulation to all advertisers.

Incidentally, we favor a Federal Law compelling every publisher of

all second-class mail to publish a sworn statement, at stated intervals, of their circulation—both paid and total.

The circulation of these railroad publications has been fully analyzed as to occupation and distribution and done up in booklet form. A copy will be sent to anyone interested in the subject. Just now we are at work analyzing several hundred letters from railroad officials, who tell in their own language what *kind* of information is of *interest to them*, when published as advertising. This pamphlet will be ready for distribution about October 10th and will be sent to anyone requesting it.

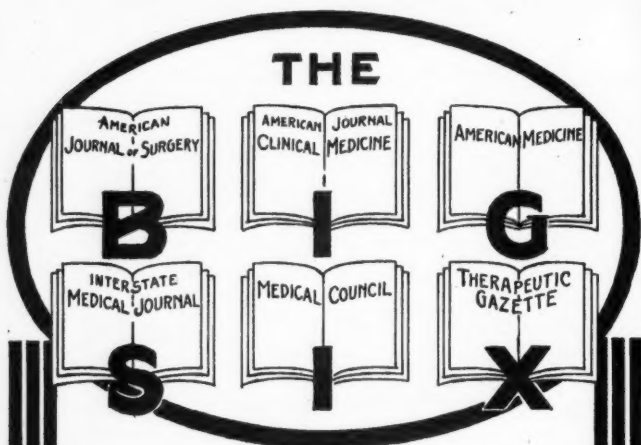
SIMMONS-BOARDMAN PUBLISHING CO.

NEW YORK
Woolworth Bldg.

CHICAGO
Transportation Bldg.

CLEVELAND
Citizens Bldg.

LONDON
Queen Anne's Chambers



Talk to Physicians

through the special mediums exclusively devoted to their interests, and thus gain the advantage of direct contact. Scores of general—as well as medical—advertisers have come to realize the remarkable possibilities in advertising direct to doctors. Even the most humble campaigns to the medical profession—when

Result-Bringing Journals

are selected—have shown conclusively that the family doctor is not only a splendid buyer, but in addition, wields a legitimate influence among his patients—and the public at large—that the manufacturer of high-grade, meritorious products can cultivate with the most gratifying effect on his sales.

Those who wish to reach the best physicians of the country, and cultivate their influence under the most favorable conditions, will find "the Big Six" just what they are looking for. This happy combination of six of the leading monthly medical journals of America enables acceptable advertisers to develop medical patronage and support in the quickest, most economical and most effective way. The aggressive advertiser who fails to investigate these high class journals is neglecting a golden opportunity.

The Associated Medical Publishers

S. DEWITT CLOUGH, Sec'y,

RAVENSWOOD STA., CHICAGO, ILL.

A. D. MCTIGHE, Eastern Rep., 286 Fifth Ave., New York.



Need of Better Solicitors for Trade Journals

Few of Them Can Answer Satisfactorily the Questions Asked by the Advertiser—Other Comments by "a Chronic Sufferer from Solicitation"—Address at Convention of F. T. P. A.

By Anderson Pace

Adv. Mgr., Butler Bros., Chicago

I READ one hundred and fifty trade journals a week, carefully and analytically; I have done this for a long time; and if efficiency consists in giving greater efficiency to others, trade journal editorial pages have it. My work has been made more effective in many ways by the matter that I squeeze from these editorial and news pages every Saturday. If they can do this for me, a layman, what are they doing for the particular individual they aim at?

On the other hand, the fact that Butler Brothers cover the country causes practically every trade paper solicitor to consider us as his legitimate prey. We are chronic sufferers from solicitation. If there is one thing I do know, it is how trade paper space should not be sold.

And that, in my opinion, is where the most waste motion may be found: at the advertising, soliciting, end of the machine; at the place where a trade paper tries to gear up with the advertiser. The solicitors who come to me do not *produce*. They're mere *order-takers*. They hand me a sheet (and this is almost literally true) and say, "Put what you please on that, pay me \$60 and I'll send it out to 15,000 people." Is that a service? Couldn't I do just as well by myself, and save the agent's commission for both the publisher and for myself?

A man said to me the other day, "We render a service to the advertiser. We have a department for that very purpose. We write ads for many of our clients. Our copy department sends out a sheet of questions as long as your arm.

The questions come back answered, and we do the rest."

And all the time the advertiser is in the dark. You, publishers, have answered no yard-long list of questions for him. Your solicitor can't answer a dozen vital questions about the publication he represents.

Now let me ask a fair question.

For two dollars a year you strain every fibre to make the reader more efficient.

Isn't it obligatory upon you to do as much for the man who pays you \$200—for the man who makes your "service to the reader" possible?

WHERE THE SOLICITOR FALLS DOWN

Publishers like my questioning friend demand that the advertiser be able to supply a minute analysis of his business. And yet I tell you that *the experienced solicitor of the biggest papers we advertise in cannot answer half the questions I'd like to ask about his journal.*

This is not the complaint of a selfish advertiser. What I plead for is far more in the interest of the papers themselves. Armed with the kind of data he ought to have, your representative would be twice as efficient in "bringing home the bacon."

And a trade paper by virtue of its smaller and less fluctuating circulation could provide the data at a minimum of expense and labor.

A great advertising agency claims to have data about everything they have ever had a hand in; data, most of it, about the magazines they use.

Is it fair for you to require an advertiser to go to an outsider to get information that you should voluntarily supply? Is it even logical for you to allow a second party to be a more efficient source of information about *your* business than you are yourself?

In a recent campaign we wished concise information on a number of automobile trade papers. The data were not forthcoming from the journals themselves, and we

were forced to use an agency. To my way of thinking the mere necessity for such action is not a favorable commentary upon trade paper conditions.

Here is a hastily constructed list of typical questions that a trade paper should be able to answer in the affirmative. They're in no sense designed to be comprehensive:

Are your subscribers so minutely classified that an advertiser could determine the waste circulation you would have for him?

Have you circulation maps that accurately show the relative distribution of your circulation, so that an advertiser could instantaneously see the geographical characteristics of your list? Not merely, how many in Illinois, but how many in southern Illinois, and how many in the northern part?

If your subscribers are rated in the commercial directories, have you averaged their ratings so that the financial responsibility of your average reader can be seen?

Have you tabulated data about the kinds of editorials and talks that are most popular with your readers?

Have you any data upon campaigns of your advertisers? Do you know what campaigns succeeded, what ones failed and why?

Can you give information about the kinds of advertisements that take with your readers?

If you can give affirmative answers to these questions, and if your solicitors travel armed with such facts, then your journal has "arrived."

I don't vapor about a trade paper Utopia that will never arrive. Everything mentioned here is the accomplishment of some one or two journals. But until trade papers as a body do reach the place where they can answer such questions as these, efficiency for the advertiser will be impossible.

A few days ago the advertising manager of the largest paper in his field came to me, and when I began to ask questions, answered a few elementary ones, and then said that he wasn't prepared to go

deeper. "You see, we don't believe in that sort of thing. Our paper speaks for itself. We almost say to the advertiser, 'Here it is. Take it or leave it.'"

The advertiser who uses your columns should know before he advertises the kind of tool your paper will be in his hands, and it is your business to give him this knowledge.

New Officers at Lynchburg

The Ad Men's Club of Lynchburg held their second annual meeting on the evening of September 16 at the new Virginian Hotel, and elected officers for the ensuing year as follows:

R. Winston Harvey, president; E. Hatton Crutchfield, first vice-president; J. E. Wood, second vice-president; Clyde Jennings, secretary-treasurer; Giles H. Miller, Sidney Hirsh and C. H. Almond, directors.

"Keep Lynchburg On Top" is the slogan adopted by the advertising men of the Hill City, and in the two years of the club's existence a number of things have been accomplished which would not have been attempted by other local organizations unless pressure was brought to bear by outside influence.

Chicago Ad Club Officers

The nominating committee of the Advertising Association of Chicago has reported a slate of officers for the annual election on October 18 and headed by James M. Dunlap, president of the Dunlap-Ward Advertising Company. Mr. Dunlap is the present executive of the association. It is said that a "members" ticket will also be placed in the field early next week.

Potter with Steamship Line

James Potter, formerly business manager of the Philadelphia *Public Ledger*, and until recently Philadelphia manager of the Fiat Automobile Company of Pennsylvania, has been appointed manager of the Cunard Steamship Line in Philadelphia. He will take up the duties of his new position at once.

McMurtrie with "Public Ledger"

John H. McMurtrie, formerly connected with the advertising staffs of the Philadelphia *Record* and *The Evening Bulletin*, also with the Philadelphia Advertising Bureau (now Matos-Menz Advertising Company, Inc.), is now in charge of automobile advertising on *The Public Ledger*.

Bradley with Moline Auto Co.

L. M. Bradley, formerly connected with the advertising department of the Overland Automobile Co., Toledo, O., has been appointed director of advertising by the Moline Automobile Co., East Moline, Ill.



One Medium That Reaches All Classes

EVERYBODY reads street car advertising—the Wage Earner and Capitalist, Democrat and Republican, Presbyterian and Episcopalian, the American and foreigner,—men, women and children.

Street car advertising gets to the public all around town, day and night. This is a circulation not sought with premiums, but one which, by necessity, seeks the medium.

People *will* go to work—*will* visit—*will* shop—*will* attend theatres—which means people *must* ride on the street cars.

The abolishment of street car lines would mean the crippling of business.

The use of street car advertising will mean the increase of your business.

Street Railways Advertising Co.

CENTRAL OFFICE
First National Bank Bldg.
Chicago

HOME OFFICE
"Flatiron" Building
New York

WESTERN OFFICE
242 California Street
San Francisco

Dixon's Experimental Campaign

THOSE who have been familiar for years with the small space ads of the Joseph Dixon Crucible Co. in the magazines experienced a novel sensation recently when this well-known firm appeared with three-column-wide display space in the newspapers, advertising automobile lubricants.

This advertising is part of a programme to clinch the market

Friction is Eating Up 1/4 of Your Power

25 per cent of the power your engine generates is used to overcome friction in your car. If you lost this much in business, you'd start an investigation. Here's the truth about lubrication: oil and grease only partially reduce friction, the grinding together of the surfaces of your bearings. These, though highly finished, are full of microscopic roughnesses that oil or grease flows into and out of, but cannot eliminate. But there is a way to eliminate this grinding, to save nearly all of this 25 per cent loss. You can slide two films smoothly over each other if you first rub them full of false graphite. Dixon's selected false graphite, as contained in Dixon's Graphite Automobile Lubricants, will fill the microscopic roughness of any bearing and put a smooth, waxlike surface over it so that metal cannot touch metal.

There is absolutely only one kind of graphite false film enough, pure enough, so that it will not ball up or pack when used as a lubricant. The Joseph Dixon Crucible Co. are the world's only producers of this peculiar kind of false film.

If you'd make just one test under road and under test bench conditions, you would find that a false film of false graphite does more to reduce friction than any other lubricant. It is the only lubricant that will fill the microscopic roughness of any bearing and put a smooth, waxlike surface over it so that metal cannot touch metal.

**DIXON'S
GRAPHITE
Automobile
Lubricants**

Made in JERSEY CITY, N. J. by the
JOSEPH DIXON CRUCIBLE CO.
Established in 1857

TRIPLE COLUMN, TRYOUT NEWSPAPER COPY

in Greater New York territory. Moreover, as explained in the following letter, results are expected throughout a large section of the Eastern territory:

JOSEPH DIXON CRUCIBLE CO.

JERSEY CITY, N. J., Sept. 18, 1913.

Editor of PRINTERS' INK:

Replying to yours of September 15th as to the limits of the present Dixon campaign on automobile lubricants, I have pleasure in advising you that it is largely experimental. The management made an appropriation of about \$20,000 for advertising through Messrs. N. W. Ayer & Son to cover the New York territory only. Of course, the effect will be felt outside of that immediate territory, and, therefore, our branch managers at Boston, Buffalo and Philadelphia will do more or less follow-up work, but the advertisements will be confined as you may have noticed entirely to the New York morning and evening papers.

In connection with the daily papers, we are following up, through an increased staff of salesmen, all the dealers and garage men, and through our circularizing department here at the office are sending circulars to all car users in this territory.

The campaign will end about De-

cember, and then beginning probably in March or April there will be a further campaign in this same territory to strengthen the work of this fall and to clinch the business as far as it is possible.

GEO. E. LONG,
Vice-President.

Urges Advertising for Life Insurance

During the session of the annual convention of the National Association of Life Underwriters held last week at Atlantic City, N. J., W. W. Woods, of Portland, Me., advocated a universal advertising campaign. He contended that the public was allowed to look upon life insurance as a purely speculative venture, and that no efforts were being made to dissipate this delusion. "The underlying cause of the failure to advertise insurance," he said, "is that the companies expect the agents to assume the expense involved, and the sooner some definite agreement is reached on this point the better it will be for all concerned." He stated that advertising in life insurance was the only antiquated feature of that business.

Norval A. Hawkins, manager of sales for the Ford Motor Company, of Detroit, spoke on "Putting Life in Life Insurance." He advocated a strong campaign in advertising and said the benefits of life insurance should be set forth in every newspaper and publication in the land.

Nearly 2,000 delegates attended the convention, which was held on the Atlantic City Steel Pier.

Programme of Chicago Executives Club

The Executives Club of Chicago held its first Friday noon meeting of the year at the Hotel Sherman last week. Edward Amherst Ott, the lyceum lecturer, presented a few interesting angles of "The Selling Game from the Layman's View-point." A series of talks has been arranged for each Friday noon during October and November by Harrington Emerson, the efficiency expert, and Prof. Earl M. Howard, of the Northwestern University School of Commerce. The latter will take up selling methods from a psychological basis. The programme and general arrangements for the sessions of the Executives Club are in charge of the president, Andrew Fox, of the Benjamin Electric Manufacturing Company. This organization will discuss selling, advertising and similar business problems throughout the year.

Maynard Goes With "Business Farmer"

L. M. Maynard, for some time advertising manager of the *Producer and Consumer*, Des Moines, on September 25, assumes the duties of advertising manager of the *Business Farmer*, Tropic, Cal.

Dealers are enthusiastic over goods advertised in

THE DAKOTA FARMER

The Leading Semi-Monthly of the Northwest

Patrick
DULUTH

TRADE MARK

F. A. PATRICK & Co. Duluth
MANUFACTURERS

Duluth, Minnesota

March 6, 1913

The Dakota Farmer,
Aberdeen, S. D.

Gentlemen:

Will you kindly see that we receive at least 35 copies of The Dakota Farmer every time an advertisement of ours appears? It is quite important to have these for our salesmen that they may impress upon merchants that our advertising goes steadily forward.

All our dealers are very enthusiastic about the way your paper is spreading the good word of PATRICK-DULUTH dry goods and garments among the best class of farmers in the Northwest.

Yesterday morning one of our most prominent merchants said to me: "Well, the farmers in this part of the country have certainly learned to ask for PATRICK-DULUTH garments. And what is more, they insist on seeing the trade-mark on the label every time."

Very cordially yours,

F. A. PATRICK & CO.

Alfred Homelut
Adv. Dept.

60,000 Circulation

A Powerful Force in the Development of Northwest Trade

The Dakota Farmer, Aberdeen, S. D.

Established 1881

The Phelps Publishing Company, *Representatives*

1909 Peoples Gas Bldg. Chicago, Ill. 001 Oneida Bldg. Minneapolis, Minn. 315 Fourth Ave. New York 908 Candler Bldg. Atlanta, Ga. Myrick Bldg. Springfield, Mass.

Master sales

There are *nine men* in this office whose salaries aggregate \$227,000 per year.

Those are *pay-roll salaries*, paid month by month—not the profits of ownership.

A dozen others are highly-paid men. Our total pay-roll exceeds \$40 000 per month.

This seems the only way to give you in print any fair gauge of their calibre.

Just Salesmen

These men are just highly-trained, masterly salesmen. They devote their whole time to *selling goods for our clients*.

They expend about *six million dollars per year* on printed salesmanship. Their sales exceed, probably, \$150,000,000 per year.

They carry tremendous responsibilities, and are paid in accordance with them.

They meet in print *tens of millions of buyers*. The sales of hundreds of products depend on their ability.

There are very few men whom one dares trust with such vast undertakings. So these rare men stand to-

day among the most highly-paid in business.

Our Business Is To Get Them

Our success and efficiency lie in getting these men in training and developing.

We pay more than most advertisers can afford for such service. Then, through our commissions, the expense is divided.

We supply experience such as no single business can offer. Here the men deal with the selling problems of *hundreds of big concerns*.

And here, above all, they work in co-operation. They aid each other—mass their ideas. *From thirty to ten of these men* combine their abilities on every undertaking.

There lies the vital value of our Advertising Agency. All else is merely routine. The rare thing, the all-important, is *compelling salesmanship-in-print*.

Beyond the product itself, *nine per cent* of an advertiser's success lies in that salesmanship.

LORD & HO

Advertising

S. E. Corner Wabash and

alesmen

What They Do

These men are not mere writers. He is simply a scheme man, who works out countless clever ways to quick introduction.

He's an expert in merchandising. He aids distribution—gets dealers on clients' side.

He, who never writes copy, knows an nature well. His word is allusion, final on the best forms of ap-

He is known as "the wizard of order advertising," but attempts probably nothing else.

One is an artist—C. Everett Johnson—selected by us after years of searching as the leader of all in commercial Art.

And one is Claude C. Hopkins. He, for 28 years and in scores of ads, has broken all records in writing copy that sells.

Our success comes in combining these talents according to the client's thing.

The Wonderful Results

Our clients themselves will gladly tell you what these men have done.

For this part of our story we shall refer you to them.

Among them are numbered some of the largest concerns, some of the ablest men in business.

They will tell you how sales have doubled over and over. How investments have multiplied in value.

They will tell you how small advertising expenditures have grown into hundreds of thousands.

And scores will acknowledge that they never could have done what has been done, without us.

The Crux of the Agency Question

Among the best Agencies commissions are similar. One service costs about the same as another.

The whole question centers on, *Who can sell most for the money?* And that is best decided by the men and their records.

Advertising success, like all commercial success, lies in getting right men behind you. We claim in this line to have the ablest corps that was ever brought together.

We solicit a chance to prove it.

THOMAS

Chicago

Madison Street

SUCCESSFUL FARMING

600,000
Circulation



**Guaranteed
Or No Pay**

OUR SERVICE

If an advertising campaign in Successful Farming will add to your profits, YOU certainly want to know it.

If there is any reason why we cannot make a profit for you, WE want to know it. Successful Farming cannot afford to carry advertising that doesn't pay the advertiser.

It is our business to know how you can most certainly get your share of the money our readers spend for the kind of things you make. If we do not know, we will find

out. Our investigation doesn't cost you anything. Ask us about it.

Our readers in more than 600,000 farm homes will spend millions of dollars received for this year's crops.

If your product and your business methods are right; we guarantee them to our readers. Advertisers whose products or methods are not right, cannot use the paper. It is worth something to you to know your advertisement will be in respectable company.

"Get the Successful Habit"

SUCCESSFUL FARMING

**E. T. MEREDITH, Publisher
DES MOINES, IOWA**

Right Relationship between Agents and the Trade Press

Address Sept. 20 before Convention of Federation of Trade Press Associations

By O. H. Blackman

Of the Blackman-Ross Co., New York

A CERTAIN learned-looking book in my office states that "The usual business transaction between two parties grows through these five stages: Mutual Interests, Acquaintance, Confidence, Useful Services, Mutual Profit."

Now just how far along this road are the business paper publisher and the general advertising agent?

"Mutual interests" are there without question—but their possibilities are as yet in large part undeveloped.

In some cases these mutual interests have been recognized and made the source of mutual profit. In some cases they have been ignored entirely, and in yet other cases opportunities for useful and profitable mutual service lie undiscovered.

Up to this time we are singularly weak in the second link—Acquaintance.

If many of us are traveling the same road, we surely meet but seldom. One cannot place confidence blindly in a blanket classification of men called "agents" or "publishers." We must know the individual, of the organization, and have a chance to size up their possible usefulness to us.

Closer acquaintance is being brought about by the various associations now being organized in every branch of the advertising field. Trade paper publishers and agents are meeting more often in the advertising clubs, the conventions, the committees on circulation data, and other inter-association work. We are touching elbows and learning to know the men behind well-known names.

We must consider that there is still a "Red Light District" in the agency field, and a "Tenderloin Precinct" located in the business press. But the last ten years have

seen real progress toward clean methods and efficiency. The time is coming when "eugenic alliances" for clean profit will be more popular and more necessary.

Meanwhile we should be setting up definite standards by which these general classifications now known as agencies and business publications can be broken up into classified units.

It is time that we agreed upon standards of business fairness—which will separate the sheep from the goats—on the requirements of agency organizations to give profitable service which will separate the fit from the unfit. On standards of editorial and circulation policies among publications, which will make the use of their advertising pages a matter of comparison of known values instead of a lottery, or round-about donation parties.

CONFIDENCE-WINNING STANDARDS

If some such standards were agreed upon, the publications and agencies which measured up to these standards could be looked upon with confidence and would begin to find in full measure their meeting points of usefulness and profit. It is my earnest belief that this definite examination of the individuals and the stamping of honest and serviceable organizations with some recognized seal of approval, is the first step toward right relations between the two fields of work.

And now as to "Useful Service":

The important point of contact between the business publication and the general agent is the proper use of white space in the business publication, so that it may best help the sales department of the advertiser.

In the wide field covered by

the business publications from the *American Blacksmith* alphabetically to the *Western Undertaker* it is obvious that no general agency is fitted at a moment's notice to step in and properly fill the advertising pages of all to the best interest of the advertiser. It is also true that a large section of the technical press must serve its clients without possible help from the general agent.

Nevertheless, there are agencies whose lines of work have led them deep into the inner trade workings of certain lines of advertising and selling, and these agencies are qualified to the highest degree to make the pages of certain business publications serviceable and profitable to the men who buy the space. In such cases the general advertising agent of the right stamp is thoroughly in touch with every practice and development of his client's business.

If he is fair to trade papers, as he is to every other medium, he will not only use them to the fullest possible extent, but he will be able to carry into them a message which not only properly presents the merchandise, but the personality of the manufacturer who makes it, and the policy of the manager directly in charge of sales. He will be able to link up the use of space in the business publication with his client's sales work and his direct relation with his retailers. He will be able to keep it in line with the printed matter and with the general advertising which is going out to the great body of consumers throughout the country.

In a case of this kind I hold that the general advertising agent who is practicing his business intelligently, cleanly, and with a wide vision of its possibilities, and who furthermore limits his business to serving one client in each field, is able to give this client a service which is not only profitable to the client, but to the publisher of the business paper.

I think cases of this sort are numerous enough even under the present disorganized state of things to warrant the claim that right relations between business

papers and general advertising agencies should be encouraged and extended.

And right here I want to say frankly, fairly, and with all sincerity, that the service departments of many of the best trade and technical publications are doing magnificent work for their advertisers. It is a branch of useful service which the publisher in his own interest should strengthen and extend, but to my mind there should be no conflict between this service and that of the properly qualified general agent, when the latter can perform the same service with equal or better efficiency. Particularly is this so, as I have been repeatedly told by publishers that these service departments were maintained, as a rule, at a loss to the publisher.

Another branch of useful service is that of the specialized agent who devotes his entire time and attention to the service of advertisers in one particular trade field.

A man or an organization who renders honest service along these lines should have all encouragement, but his work should be judged by the same standards which would apply to the work of the general agent.

TWO SUGGESTIONS

In connection with the whole field of service let me make two suggestions.

First, let me suggest to your association that they appoint a committee to set up standards for judging the usefulness of general agents, special agents, and service departments. Let such standards cover the special ability, experience, and organization required, and that such individuals or organizations as are found to come up to these standards be given some printed recognition which will show that they are worthy of confidence from the publisher and the advertiser.

In this work I am sure that I can promise you the hearty co-operation of the Agents' Association, which includes about eighty per cent of the leading general agents throughout the country.

Here is the second suggestion:

THE STRENGTH OF THE ATLANTIC

If the advertising revenue of The Atlantic Monthly should be completely cut off, the magazine could and would continue to be published, for the circulation income alone would support it.

This enables the publishers to pursue an editorial policy entirely independent of outside or undue influence and strictly in accord with their conception of their obligation to subscribers.

Such a policy, consistently pursued for over 50 years, has established a relationship with the reader that the advertiser should be keen to take advantage of.

The magazine which is a necessity to its readers is the most *influential advertising medium*.

THE ATLANTIC MONTHLY

WALTER C. KIMBALL, Inc.

Advertising Managers

Nelson J. Peabody, Western Mgr.
110 S. Dearborn St.
Chicago

Paul W. Minnick, Eastern Mgr.
432 Fourth Avenue
New York

Straight Talks to Advertisers

by
A.C. Carson
MANAGER
Dry Goods Economist

No. 5.—Direct Returns

TRADe papers are supposed by some folks to be good mediums for "keeping our name before the trade" for "announcing our new lines," for "removal notices" standing cards and such.

So when we mentioned the other day to a prospective advertiser that one of the advertisers in the Economist got direct orders for over \$30,000.00 worth of merchandise from a page advertisement costing \$130.00, he was dumbfounded.

While we don't, as a rule, like to quote such instances for fear of creating the impression that every page ad in the Economist will produce as much business as this, still they show the side of a trade paper which is unknown to some.

A couple of months ago one of the Economist's advertisers ran an ad with a coupon at the bottom which in its results upset another theory that coupons in trade journals are never clipped and returned.

This particular coupon ad in the Economist pulled two hundred and twenty-five signed answers from interested, well rated stores within two weeks.

The same ad in two specialty papers pulled a total of only six coupons.

So when you think of department store trade journals as a class, think specifically of the Economist—the national leader in quality circulation.

Dry Goods Economist

231 West 39th Street

NEW YORK

In Its 67th Year

The national authority on matters concerning dry goods and department stores. Issued weekly. Average circulation past year, 12,162 copies per week.

Forms close Wednesday.

Type page 9x13.

Any business publication worthy of the name prints in each issue articles which might be of service to their advertisers and to agents for years to come, it when necessary they could be readily referred to.

Why not have these important articles which touch on trade fundamentals indexed and put at the disposal of all of your clients and all advertising agents worthy of your confidence?

Further than that, why would it not be possible to collect definite data throughout each trade, with regard to general underlying trade conditions, of such a specific nature that it would attract to your office the advertiser in search of broad facts—the sales manager in search of specific information, and the agent who wishes to post himself thoroughly so as to serve more intelligently his customer and yours.

This matter of definite trade data and detailed information regarding the retail trade is the next step which we, as advertising men, must take. There is too much money spent on theory, too much so-called knowledge which is founded on trade gossip and second-hand hearsay. Believe me, gentlemen, no one thing would so strengthen you with the intelligent agent as to have in your office real, specific data in regard to your own trade and an index of your own articles along the lines suggested above.

And, again, if the co-operation of qualified general agents is worth while, why not establish a bureau of your federation to educate them to a better appreciation of the trade press as a whole, and its usefulness to their clients?

And now to the last link in the chain of right relations—"Mutual Profit."

THE COMMISSION QUESTION

The subject of commissions—is to be or not to be—is the old familiar story. It probably will never be solved on theory alone, but a fair-minded study of conditions would lead to common-sense adjustments.

Speaking for our own organiza-

tion, we are not vitally interested in the question of commissions. The work we would have to do, done in the way we would want to do it, would never be compensated by any reasonable percentage on the cost of business paper space.

You recognize, however, that the space must be filled intelligently. So do we.

From our own point of view all we ask is that you do one of two things:

Either that each one of you in your own field give a definite commission to agencies, which you find on inquiry are giving service which is useful to you, and to the advertiser, and which, therefore, should be compensated.

Or, on the other hand, that you give no commissions at all to *anybody*—either to agents, or to the advertiser direct, and that whenever service is necessary you make a charge for the work of your own service department which will cover your cost and keep this charge separate from the price for the space charged on your rate card.

In such a case the service of the agent is in open and above-board competition with the service department of the publication, and the advertiser can choose for himself. In case he decides to have the service department of the publication prepare his advertisements that service department is responsible for results and is being paid for the work. In case the agency is selected, the agency becomes responsible for results, and is paid according to its own estimate of its worth.

Above all things we would ask that you do away with compromises, straddles, underground rebates, special concessions and other out-worn schemes, and either give a fair commission where fair service is rendered, or make one price to all, without fear or favoritism, and let the matter of compensation for service settle itself on that basis.

It seems to us agents that in the business paper field the price charged should only be a fair equivalent for the value of the white space and that service

should be a separate item. Otherwise extra service given to one advertiser and not to another is an equivalent to price-cutting.

Furthermore, with two publications in the same field it is fairer to both of them if the price of the white space is compared with the merit of the publication without confusing it with an extra service charge.

One more thing:

Personally I never could see why a publication which had a rate of, say, \$50 a page ten years ago, when they had a circulation of, say, 500, should continue to give all their early advertisers a price of \$50 a page when the circulation had grown to 2,500.

We know that physicians sometimes continue a price of two dollars to their first patients after they have become famous and have raised their price to ten dollars to new patients.

It may be the right thing, according to medical ethics, but in the business world we have always expected to pay a higher price for a larger quantity of goods of the same quality.

Just one final word in regard to right relations.

They are never brought about through misrepresentation, jealousy, undue selfishness, or knocking.

Since the formation of the Agents' Association we have accomplished a good deal, but the most favorable result has been the elimination of knocking, and the growth of a real trend toward right relations in our own field.

We believe the same result will be accomplished by our association getting in closer touch with your federation.

Philadelphia Women Organize

A woman writers' club was organized in Philadelphia last week, when a number of women prominent in literary, newspaper and advertising work met at a long table luncheon. The aim of the club will be to promote sociability among women in these lines of work and to establish in the center of the city a meeting-place for the interchange of ideas. It is also hoped that a restaurant will be a feature of the new club.

Business Men to Consider Advertising

At a series of luncheons to be held by the Walnut Street Business Men's Association of Philadelphia each Monday at the Pen and Pencil Club various phases of business, the importance of newspaper advertising, and the relation of the business man to public life, will be discussed. The luncheons will take place between 12:30 and 2 o'clock p. m.

Newspaper advertising will occupy the attention of the business men at the next three luncheons. On September 29 J. Rowe Stewart, advertising manager of the Philadelphia *Record*, will discuss the subject, while on the following Monday George L. Mitchell, of George L. Mitchell & Staff, will speak on "Direct Advertising." On October 13 H. A. Gatchell, of Gatchell & Manning, will discuss "Illustrations in Advertising."

Baker Heads "Plain Dealer"

Following the recent death of L. E. Holden, owner of the Cleveland *Plain Dealer*, Elbert H. Baker has been elected president of the Plain Dealer Publishing Company. For a number of years Mr. Baker has had control of the editorial and business management of the *Plain Dealer*, having the title of general manager.

Mr. Baker is president of the American Newspaper Publishers Association and is widely known among publishers and editors.

George M. Rogers has been made assistant general manager and George Moran business manager.

New Canadian Magazine

A Canadian monthly magazine for women will appear about October 20. The publication, which will be called *Everywoman's World*, will be published by the Continental Publishing Company, Ltd., of Toronto.

C. C. Nixon, for six years with *Farm and Dairy*, of Peterboro, Ont., and later with the Gagnier Advertising Service, of Toronto, is vice-president of the Continental Company and advertising manager of *Everywoman's World*. Murry Simonski, formerly of the Acme Press, of Philadelphia, will edit the new magazine.

Williams, New Advertising Manager

The J. I. Handley Company, of Indianapolis, Ind., selling agents for the American Motor Company and the Marion Car Company, has announced the appointment of D. B. Williams as general advertising manager for both accounts.

The Toilet Products Company of New York (La Rosita Hair Tonic) has started a newspaper advertising campaign in Philadelphia.

Kansas Crop Conditions

Heavy rains throughout Kansas assure an excellent pasture and much silage for this fall.

Kansas threshed 90 million bushels of wheat this year. This is 15 million more than an average crop, and the quality is A-1. The fact that this crop is being held for higher prices indicates that the farmers are not in pressing need of money.

Two big cuttings of alfalfa hay have been harvested. The usual third crop has been allowed to seed, and 5 to 8 bushels of seed per acre are being threshed. This will sell at \$9 to \$11 per bushel.

The corn crop will approximate 30 per cent of a normal crop. An unusually large amount of last year's corn is still in the hands of the farmers. The forage is being placed in silos. Not less than twenty-five hundred silos have been bought and built by Kansas farmers this year. Kansas planted this year one and one-half million acres of kaffir and milo, each producing a grain for feed equal to 90 per cent of the value of the same weight of corn.

With a bank balance equalling \$600 to every family, with live stock on hand worth \$750 to every family, and with 90 million bushels of wheat, to say nothing of other small grains, Kansas is still on the map to deliver a large volume of trade to the leading manufacturers of the country.

THE KANSAS FARMER

With a guaranteed paid circulation of 60,000 copies weekly, reaching an average of 40 subscribers to every post-office in the State, as well as others in neighboring States, is in a position to give an advertiser better sales efficiency in the farm homes of Kansas than can be secured through any other source. We will be glad to give any interested advertiser any additional facts desired regarding the field, and how thoroughly our publication covers it.

The Kansas Farmer
Topeka, Kansas

George W. Herbert, Inc.
Western Representatives
Advertising Building
Chicago.



Wallace C. Richardson, Inc.
Eastern Representatives
41 Park Row
New York

The Standard Farm Paper of Kansas.

What Publishers Can Do to Help Advertisers

Portion of Address September 19 before the Convention of the Federation of Trade Press Associations

By F. R. Davis

Of the General Electric Company

PUBLISHERS who have studied the market for the benefit of their own business can be of great service to advertisers who wish to reach that market with their selling campaigns. This service is far more efficiently rendered if begun before the advertising contract is signed because then the campaign can be properly planned and the advertising prepared to correspond with the mediums in which it is to be published.

This desirable condition, however, is a theory that has not been reduced to practice to any considerable extent. The advertiser seeking to enter a new field seldom receives real efficient service from the publishers in that field. Periodicals from which the most is expected, based on their age, reputation and circulation, are often the most disappointing in rendering such advisory service. Reasons for this condition can sometimes be found in the organization of the publisher, but usually exist in the traditions of the publishing world. This policy practically compels the buyer to do both the worrying and the work.

As evidence of this disappointing state of affairs and to give you a chance to form your own conclusions, I will quote statements of publishers made to a prospective advertiser in answer to three questions. These questions are intended to bring out the platform of the paper, extent of the field from the publisher's own knowledge and the degree to which the chosen field was covered by the paper. The questions were: 1. What present purpose and whom does this periodical now serve? 2. What determines the limit to number of subscribers obtainable for this

periodical and what is the estimated limit? 3. What was the average circulation of this paper for the past year?

The first answer describes the paper, the second specifies its market and the third is a measure of the efficiency of that paper in its chosen field. The platform should correspond to the foundation on which it is laid. Let us see what the publisher thinks of the field which represents his market. Here are the answers to these questions from eight representative papers published in the mining field.

Paper A. Question 1. Its purpose is to disseminate technical engineering information, to promote discussion, etc., among the men of the coal industry in America's 6,000 mines.

Question 2. The number of operators, engineers, managers, superintendents, etc., actively engaged in the industry.

Question 3. Circulation 8,500.

The advertiser could have obtained this information himself by reading the paper.

Paper B. Question 1. Coal operators, superintendents, foremen, fire bosses, engineers, and practical operatives in coal mines.

Question 2. Limited to coal miners who hope to rise to higher positions in coal mining.

Question 3. Circulation 4,000.

The purpose of this paper is not stated, so the advertiser has faint knowledge as to how it can serve those mentioned unless he studies the paper itself.

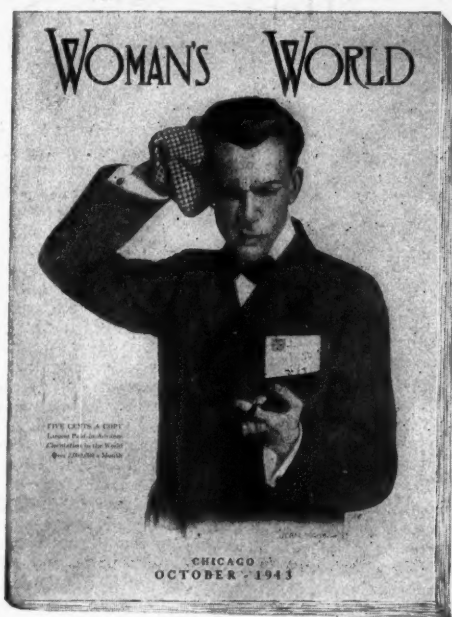
Paper C. Question 1. A coal operator's periodical dealing with matters affecting the trade, especially such as have to do with coal production.

Question 2. This is only limited by the thousands of responsible employees and officials at the thousands of mines; at general and other offices, besides the large buyers, consumers and jobbers.

Question 3. Circulation 5,000.

The platform of this paper is so broad and the bird's-eye view of the field of such magnitude

The October number of WOMAN'S WORLD is out



It is not intended for you—

you who dictate letters, sign them—sometimes—and let the office boy drop them down the chute. Neither is it intended primarily for your wife, although she will find in it much that will interest her both in its features and departments.

The cover on this number, and the contents inside, were planned to please the folks back home. Back home—in the small towns where forty-three million folks live, and where they all know what a post-office looks like, because they go to one now and then—the little touch of human nature shown this month will make a hit.

WOMAN'S WORLD is edited for two million homes in the small towns and rural districts. If you compare WOMAN'S WORLD with any other woman's magazine, you will note a difference.

This difference in editorial policy is the reason that WOMAN'S WORLD reaches two million homes where, nine times out of ten, the woman's magazines your wife reads do not enter.

that we are shocked to find the circulation only 5,500.

Paper D. Question 1. Publication of accurate technical mining articles of interest to mining men in every field.

Question 2. Number of officials connected with the coal mining and coking industry. Difficult to state even an estimated limit.

Question 3. Circulation 11,000.

This periodical appreciates the problem but fails to furnish the answer.

Paper E. Question 1. The publication of important technical articles pertaining to its field, the interchange of ideas and dissemination of mining news all over the world.

Question 2. Number of consulting engineers, managers, superintendents, etc., who are actually engaged in their profession.

Question 3. Circulation 9,000.

Evidently the advertiser must go back again for real information.

Paper F. Question 1. It is our aim to serve the metal mining industry in all its varied departments.

Question 2. The growth of the mining industry throughout the world.

Question 3. Circulation 9,500.

Another shock to the advertiser when he reads the circulation figures.

Paper G. Question 1. Metallurgists, mine owners and managers.

Question 2. The limit is about 8,000, that number representing the active metallurgists and engineers to whom this paper caters. This does not include stockbrokers or stockholders of mining companies.

Question 3. Circulation 7,000.

If the advertiser wishes to reach the class catered to by this paper, he is given some facts which encourage him to proceed further in his investigation.

Paper H. Question 1. The interests of the actual mine owners and mine developers; in fact all those engaged in the actual development of all kinds of mines in the Western states.

Question 2. The field that it covers and the thoroughness with which our work is done. As long as our periodical is devoted to Western mining and engineering interests we believe 10,000 is about our limit. This can easily be greater as the field develops.

Question 3. Circulation 3,000.

The answers from the last two papers quoted come nearer to what an advertiser would expect than the others. It is possible to infer from the average of these answers that the publisher does know that he is nowhere near the

limit of possible circulation in the field he aspires to cover. We cannot, however, be sure that he has considered this question seriously at all. Evidently he can be of little assistance to the prospective advertiser as a guide in a study of the field which represents the publisher's own market.

But the actual conditions are not as discouraging as these quotations indicate. If the advertiser is interested enough to continue to ask questions he finally learns what the publisher actually knows about the field.

The failure of the publisher to realize wherein lies his opportunity to increase the efficiency of his paper as an advertising medium is most strikingly presented in this class of periodicals. As a means of increasing their efficiency their greatest opportunity for development is in direct line with modern tendencies in selling service in the business world. Three or four years ago O. C. Harn proposed, in an article in *Advertising & Selling*, that the publisher go beyond mere common honesty in giving facts regarding his paper and help the advertiser in his study of the market reached by the paper. The editor of the paper, in commenting on the article, said that the making and publishing of a good periodical is not all of publishing, that the publisher should become the best source of knowledge to his readers but that this service-plus idea encroached on the advertising agency functions and if developed by the publisher would involve the raising of advertising rates to take care of the cost. Some striking examples of this class of service have been placed in the hands of advertisers by a few publishers of business periodicals. These exhibits could not be prepared by a publisher who did not know completely the field he was reaching and how well that field was covered. The advertiser who would enter that field is satisfied to pay a rate per page per thousand double that of any of the papers in the mining field from which quotations have just been read.

Outside of the industrial and

A report of crop conditions in Nebraska is ready.

From reports of the Department of Agriculture, of the State Board of Agriculture, and of our own crop reporters, we have compiled a very complete statement of the present condition of Nebraska's crops.

The integrity of this report is guaranteed by the integrity of the Nebraska Farmer, and we will send a copy of it to any advertiser or advertising agent who requests it.

* * * * *

Business is good in Nebraska. Lincoln and Omaha jobbers report satisfactory trade conditions. Bank deposits throughout the State are in excess of last year. The automobile industry (poor, overworked witness) shows an increase, in Nebraska, of 25% for August, 1913, over August, 1912. Our own business was 40% better.

This is the fifty-fourth year that THE NEBRASKA FARMER continues without a rival to its title "Nebraska's Real Farm Paper."

Whatever you wish to know about Nebraska we will be glad to tell you. Our office is "headquarters" for information about the State.

THE NEBRASKA FARMER

"Nebraska's Real Farm Paper"

LINCOLN



Chicago: Steger Building

New York: Fifth Ave. Building

St. Louis: Globe-Democrat Building

Minneapolis: Globe Building

D. C. Kreidler, Manager

S. E. Leith, Manager

C. A. Cour, Manager

R. R. Ring, Manager

mercantile fields among the technical periodicals the problems of the advertiser are not so hard to solve but even there the publisher can materially assist if he knows the characteristics of the field as he should in order to cover it efficiently. It is not enough that the publisher of a periodical meet the demands of his readers. Any manufacturer who is not watching his market and fails to note changing conditions finds himself outclassed by his more alert competitors. This is usually true of the publisher as a manufacturer. In fact, he has a double duty to perform in keeping up with the times as he carries not only his own prosperity and success as a publisher but is also responsible to his advertisers who are dependent on him to reach their markets.

HOW TO INCREASE PUBLISHING EFFICIENCY

In practically every field represented in this federation, there is an opportunity for some publisher to double or triple the efficiency of his periodical as an advertising medium, by

First—Intensive editorial work along well-chosen lines.

Second—Systematic, persistent and aggressive subscription work based on a study of the market.

Third—Efficient business planning for advertisers based on a full knowledge of the market for their products.

Fourth—A liberal policy of service-plus, delivered by efficient salesmen.

Fifth—A higher advertising rate that will be justified by the service performed.

Less than a month ago the leading editorial in **PRINTERS' INK** began with the following statement:

The publisher of a trade paper is the manufacturer of a commodity. His relation to his product is precisely that of a maker of soap or automobiles or clothes towards his goods. His success or failure is in proportion to his ability to analyze his market and to satisfy the demands of his customers.

Whether or not we accept the parallel of the soap manufacturer, we must admit the truthfulness of the last statement. for therein lies the whole story of any publishing business.

Campaign against Carelessness

The railroads are going to demonstrate to the American public that better handwriting and more careful marking of freight matter will save the people \$10,000,000 a year.

With regard to the movement W. P. Lincoln, assistant general freight agent of the Salt Lake road, said:

"The carelessness of shippers in addressing freight matter of all sorts is appallingly costly. The writing is often poor; tags and stickers are often poorly tied on and get lost en route, and the parcel goes wide of its destination, perhaps never reaches it. This causes anxiety, expense and loss of time to the shipper, to the consignee and to the roads. No one gains by it and the loss in the course of a year may reach \$10,000,000. No one can tell exactly."

The Western Weighing and Inspection Bureau and the Central Freight Association, for the West and East, respectively, have begun a campaign to show the public and the railway agents that better writing and careful marking will be insisted upon.

Wisconsin Daily League Session

"Co-operation Between the Newspaper and the Advertiser" was discussed by Jason Rogers, publisher of the *New York Globe*, at the annual banquet of the Wisconsin Daily League at the Hotel Pfister on September 15. Thirty publishers of newspapers in the state were present at the banquet, together with many heads of large business firms.

Mr. Rogers urged the publishers to let their advertisers know the exact status of their newspapers. The newspaper should give the advertising men all the figures and facts at its command, said Mr. Rogers, who is making a tour of this country talking to publishers upon this subject.

Harry Brockbank, advertising manager of the *Bernard Stern Company*, Milwaukee, gave the newspaper publishers an insight into information regarding community life, which he said was a help to every large business firm.

Alley and Irvine Join Curtis

Ernest V. Alley, for many years advertising manager of the *New Bedford Standard and Mercury*, and well known throughout New England, will join the Boston advertising quarters of the Curtis Publishing Company on October 1.

James N. Irvine, formerly editor of the *Fruit Grower*, has gone with the advertising department of *The Country Gentleman* in Chicago.

M. R. Ebersole, who for some years past has been connected with the Chicago office of the J. Walter Thompson Company, has gone with the Clyde W. Riley System, which handles programmes for at least half of the Chicago theatres.

Recent Newspaper Changes in San Francisco

have strengthened the supremacy of THE EXAMINER and emphasized more clearly than ever before the fact that San Francisco is a morning newspaper field.

The early opening of the Panama Canal and the building of the Panama-Pacific International Exposition form a powerful argument for Eastern advertisers to be represented in San Francisco to-day.

The following report showing advertising published in San Francisco newspapers from January 1 to September 12, inclusive, reflects the general opinion of advertisers regarding the value of the several newspapers as advertising mediums:

THE EXAMINER	7,105,140 lines
Second paper	4,059,076 "
Third paper	3,277,162 "
Fourth paper	2,097,354 "

One morning paper, eliminated August 31, not included. Figures for lowest evening paper for entire period not compiled, but considerably less than the fourth paper.

The Examiner leads the second paper by 3,046,064 lines, or 75 %; the third paper by 3,827,978 lines, or 117%, and the fourth paper by 5,007,786 lines, or 239%.

AUTOMOBILE ADVERTISING

January 1—August 31, 1913, Inclusive

THE EXAMINER	379,917 total lines
Second paper	281,435 " "
Third paper	187,357 " "

CIRCULATION

The Examiner's circulation is now in excess of 120,000 copies daily and 220,000 copies Sunday.

You can cover San Francisco, Central and Northern California with The San Francisco Examiner alone.

Eastern representative,
M. D. Hunton,
Room 1405, 220 Fifth Ave.
New York City.

Western representative,
W. H. Wilson,
909 Hearst Building,
Chicago, Ill.

A New Way to Increase Advertising

Paper before the Federation of Trade Press Associations

By C. R. Clifford

Of the Clifford & Lawton Publications, New York

EVERY buyer of any kind of merchandise reads his publication for the news that's in it. There is no better news to the merchant than the news of new productions. A clear and complete description of anything that throws a new light on a subject or brings to view a new thought is the best and most vital news to the man who is earning his living as buyer or seller, but by the conditions under which we labor we have been powerless to give this news; and for this reason: the cost of patenting designs is so great that it is practically prohibitive, especially to a manufacturer who brings out hundreds of new patterns a year; so most manufacturers prefer to protect their novelties or new styles by sneaking them into the market, afraid to let their salesmen show them openly, afraid to let us illustrate them and, unfortunately, afraid to advertise them, the very things that of all things ought to be advertised because they are the new things.

If they are shown to the trade journalist and he writes of them, he is constrained to treat of them in a perfunctory spirit. With no specific information to impart his utterances become of negative value, mere complimentary references, and we have here the birth and development of that degenerate fungus of class journalism known as the puff or trade notice or write-up—which undoubtedly has publicity value, but which yields no direct returns; and it is only by direct returns that we can command the permanent support of the great majority of our advertisers.

Let me illustrate. We have, in one of our publications, one convincing example of what can be accomplished by eliminating the

puff and giving specific information. An advertiser, whom I will call X., contrary to the secretive policy of his competitors, liberally illustrates every month his newest fashions. He patents none of his new designs. It would cost him too much. He realized in the beginning of his publicity campaign that he stood between the horns of a serious dilemma. He had to adopt one of two policies, either guard with jealous watchfulness every new thing that he made, show it confidentially to a few buyers and sell a limited output, or ignore competition and advertise everything broadcast—risking the reproduction of all his new styles, suffering loss in this direction, to be counterbalanced, however, by the big sales which followed. And he won out. We have no trouble in holding his business. His trade journal advertising has paid big; but think how much more it would have paid him, how much longer would his profits have continued upon each article, were he protected in the ownership of his designs. He has made big returns notwithstanding the fact that inside of three months from the appearance of a new pattern his competitors reproduce it. Most men would shrink from the ordeal of his experience. Few are so prolific in the production of new styles that they can afford to rest content with only first profits, abandoning in a few months all that is good and salable to the ruthless and ruinous competition of reproduction.

The whole world of manufacture is suffering by this senseless and depredatory custom. The sale and profits of a novelty are all annihilated by the piracy curse and the consequent overproduction of things that should legally,

as well as morally, be safeguarded as the property rights of the originator.

"Well," you will say, "why aren't the new things patented?" Two reasons: High cost of patenting and ruinous cost of litigation which follows the protection of a patent.

Even now the officials of the Panama Exposition are embarrassed by the attitude of many foreign manufacturers invited to exhibit, who say, "What assurance can you give us that any new things that we show at the exposition will not be promptly copied by your enterprising Americans?" I maintain the importer should be protected as well as the manufacturer. The policy, to be sound, must be international.

If we are to fill our books with big advertising, paying advertising, it is up to us to formulate some plan to protect our advertisers; then, with comprehensive illustrations in their advertisements, we can show them the same results we have given our

friend X., who has doubled his business in less than three years and done it on an expenditure of $2\frac{1}{2}$ per cent cost of advertising. We cannot expect to get the business and hold the business of the people who don't care to give us the news of their new things, whose idea of advertising is a stereotyped card which brings little evidence of result, and who, as a consequence, drop out of our books with the conviction that advertising does not pay.

Now, what's to be done?

SOME NEEDED LEGISLATION

We need a simple law of design patents or registration at rates so low that any and all may avail themselves of its protection—a law that will give exclusiveness of manufacture and sale to the originator of a design in dress fabrics or accessories, decorative fabrics, the distinguishing form of a machine, or any form which constitutes merchandise value; yes, even to a new style type, protect—

(Continued on page 71)

CHICAGO

The Best Service that Poster
Advertising Can Give
In the Biggest, Richest City of
America

The Great Artery of Travel
Between East and West

American Posting Service

B. W. ROBBINS, President
CHICAGO

CONTIN

ONLY continue
the time with
your goods. To
tomorrow's live
advertising pick
everybody who can

The advertising
Advertising. It
reasonable at
Write us only

POSTER AD

POSTER ADVERTISING

OFFICIAL LIST

Associated Billposters Protective Co.....	147 4th Ave., New York City	Post
A. M. Briggs Co.....	816 Hippodrome Bldg., Cleveland, O.	Geo.
Ivan B. Nordhem Co.....	Bessemer Bldg., Pittsburgh, Pa.	Hen

INUOUS

continuous advertising reaches everybody at the time when they can be influenced to buy goods. Today's advertising reaches some—yesterday's advertising reaches some others, but the advertising which is in sight every day must reach everybody who can be reached at all.

Advertising which is continuous is Poster Advertising. It works *all* the time. Its cost is so small that you can afford to keep it working. Write your only official solicitor for an estimate on

ADVERTISING

ASSOCIATION, 1620 STEGER BLDG.
CHICAGO, ILL.

ADVERTISERS

St. Louis, Mo.	Poster Selling Co.....	1015 Fullerton Bldg.,
Chicago, Ill.	Geo. Enos Throop, Inc.....	1516 Tribune Bldg.,
New York City	Henry P. Wall.....	101 Tremont St., Boston, Mass., and 5th Ave. Bldg.,

Continuous Concentration

is what the regular New York City Telephone Book offers to advertisers who are conducting local campaigns in New York City.

It covers *thoroughly* the most productive field;

Works night and day beside 500,000 telephones;

Is consulted over 2,000,000 times every day;

Builds telephone trade by appealing directly to *all* telephone users;

"Proves in" for advertisers because it helps them to *concentrate continuously* on the best class of buyers in New York City.

Don't overlook this splendid opportunity to reach *all* the buyers of the better class. *Investigate*, then add the regular New York City Telephone Book to *your* list.

Forms for winter issue
close October 11th

New York Telephone Company

Directory Advertising Department
Telephone Cortlandt 12000

25 Dey Street : : : New York

ing the foundries that make it and the publisher who buys it, for typographical effect should be protectable same as any other product of the brain.

I am in a position to assure you that the United States Government is perfectly willing to give this protection if the business men will only get together and formulate a bill which defines their requirements and fixes an idea of reasonable cost.

Commissioner of Patents Edward B. Moore is on record as favoring such a law. Ernest W. Bradford, president of the Patent Law Association, one of the strongest influences in the patent field, tells us that without doubt a movement for the revision of the present law would have the hearty co-operation of the association. The Merchants' Association of New York stands ready to co-operate. So also the Registration League of Philadelphia. In the Library of Congress this movement has a strong friend in Registrar of Copyrights Thornwald Solberg. I would go further. Manufacturers don't look with much favor upon the heavy expense of litigation necessary to stop infringement of patented designs, so I would advocate that all manufacturers who patent their designs form protective associations and all suits for infringement of design be brought by these associations. Design piracy would be soon stopped if the design pirate knew that he would have to stand alone the heavy cost of defending a suit while the prosecution would be backed by the wealth and powers of an association. An infringing manufacturer might have no respect for the validity of the patent, but he would certainly shrink from the expense of litigation, and this expense would alone deter design piracy.

All that is needed is a unified expression of the wants of all trades depending upon novelty of designs. It is easy to obtain this expression. The trade journalists of this country, as represented by this federation, have the whole situation in the palm of their

hands. All they need do is to reach out to a few influential men in their respective trades and ask them to attend a convention to discuss the subject. Out of our own office I will guarantee the attendance of one hundred men, the biggest, ablest importers and manufacturers in their respective lines. You know what a new Law of Design Patent will mean?

It will mean a new way to get business, not only for the wholesaler, not only for the salesman, who with the proper publicity to back him can triple and quadruple his sales that are now made by *stealth*, but it will mean greater business to retailers, many of whom never know of the new things until they are old.

And the retailers and jobbers will back the movement, for the retailers, too, are sufferers; they never know when the exclusive novelties they have purchased from the original manufacturer will be reproduced and bought cheaper by some competitor across the street; they don't dare stock a new pattern or novelty.

The subject is far-reaching. Protection would prove a public benefaction. It would lessen cost and naturally reduce the selling price, for the manufacturers would not be involved in the *interminable expense* of producing new things, new patterns, new ideas every week and every month in substitution of the things stolen from them.

And it will mean an enormous increase in advertising, for the manufacturer, properly protected, will have no fear.

To my mind, it is one of the most vital subjects that we can consider. It would revitalize the whole selling problem and stimulate the whole business world. It would give to the maker of an exclusive design the exclusive profit, and that's what he's entitled to.

I ask your co-operation. I invite the assistance of a committee with a view to presenting this matter to importers and manufacturers at a convention to be held at the earliest possible time, when they may prepare a bill for Congress that will cover the situation,

Why He Uses Trade Journals Instead of Mail Lists

View-point of Big Space-Buyer—
How Publishers Should Classify
Their Lists—Cost of Trade Jour-
nals as Against Letters Direct—
Various Popular Methods of Get-
ting Circulation

By F. J. Low

Mgr., Adv. Dept., H. W. Johns-Manville
Co., New York

[EDITORIAL NOTE.—The following is a reprint of only half of Mr. Low's address before the F. T. P. A. in New York last week. In the latter part of his talk Mr. Low explained his views and those of the Technical Publicity Association of the need of standardization of size of trade journals. This subject was reported in *PRINTERS' INK* in 1911.]

BEFORE attempting to address you on the subject of "Circulation," I am going to give every publisher here an opportunity to take advantage of a rare bargain. For only \$1,500 I will sell you a carload of the best paper of the kind you ever saw.

Now don't ask whether this paper is No. 1 coated or news; whether it is white or colored; whether the sheets are 17 x 22 or 25 x 38 inches; what the weight is, or any other such *unnecessary* questions, for I can not answer them. Neither can I waste time permitting you to see or weigh this stock until you have handed me the cash. You have *my word* that this is an exceptional bargain, and that *should be* sufficient.

Now who will pass me the first \$1,500?

Of course, I had no idea that you would buy paper that I was unwilling to give you any information about. I simply wanted you to see how ridiculous it was to be asked to purchase merchandise the way some publishers try to sell advertising space.

From the meagre information most publishers give regarding their circulation it is practically impossible to determine the value of the publication for a given purpose.

Circulation is really a mailing list, plus the services of a print-

ing-addressing-and-mailing company, plus the services of Uncle Sam.

Publishers should, therefore, compile their mailing lists as carefully as advertisers make up their own lists for circularizing. And publishers should be willing to tell prospective buyers exactly how many persons or firms are on these lists, their occupation or business, location, buying power, how the lists were secured, and other information essential to forecast accurately the value and probable pulling power of their mailing lists.

They should also be willing to furnish proof of claimed circulation in the way of a sworn statement of circulation, an affidavit or bills from printer, binder and paper house, and post-office weight receipts.

CIRCULATION STATEMENTS AND THE TRADE PRESS

The Post-Office Department now requires publishers of newspapers to file a statement twice a year with the Postmaster General, and with the postmaster at the office at which the publication is entered, giving the average number of copies of each issue sold or distributed to paid subscribers during the preceding six months, and to publish a copy of such sworn statement in the second issue after filing the statement. There is no reason why this law should not be extended to publications of *all* kinds. And postmasters should also be instructed by the Postmaster General to permit any interested person to examine these records as well as post-office receipts.

I said that circulation was really a mailing list. Then why do advertisers use this form of mailing-list instead of compiling their own and sending literature direct. There are several reasons. One of the most important reasons is that it is cheaper to reach prospective buyers through an advertisement in a high-grade publication. It costs about \$27 to send a circular letter to a thousand prospects by two-cent postage, against an average cost of \$5.05 per M

to reach the same number through advertising—making a saving of \$219.50 on a list of 10,000.

When I say that the average cost of reaching 1,000 persons or firms through advertising in a trade or technical paper is \$5.05, I mean that is the average cost per thousand based on prices charged for a standard sized seven- by ten-inch page in 100 publications. In other words, the average cost of space in this class of media is a trifle over one cent per line per thousand of circulation against one-half cent per line per thousand in general magazines.

PUBLISHERS' CIRCULATION METHODS

It may interest you to know the approximate percentage of publishers of trade and technical papers who use the various popular methods of obtaining circulation. Following is this information based on circulation methods of 132 publishers:

Twelve per cent use circularizing only.

Four per cent use agents only.

Eight per cent use salesmen only.

Ten per cent use circularizing and agents.

Twenty-one per cent use circularizing and salesmen.

Five per cent use circularizing, agents and salesmen.

Five per cent use circularizing and premiums.

Two and one-half per cent use circularizing, agents, salesmen and premiums.

Three per cent use agents and clubbing.

One and one-half per cent use circularizing, salesmen, premiums and clubbing.

Three per cent use sample copies only.

Five per cent use circularizing, salesmen and samples.

Four per cent use circularizing, agents and samples.

Four per cent use circularizing and advertising.

Seven per cent use circularizing, salesmen and advertising.

Five per cent from members of the association of which the paper is the official organ.

ONE hundred sixty thousand resident families all to be fed, clothed, amused and with the ability to purchase modern comforts to add to their happiness and comfort—all this, poster advertising offers you in St. Louis.

ST. LOUIS POSTER ADV. CO.

631 So. 6th St.

P. J. McALINEY, Pres.

ST. LOUIS

The Iron Age

Another Billion-Dollar Crop

The production of Iron and Steel for the current year will be over one thousand million dollars.

This industry is the barometer of general industry. Hence trade reports published weekly in **THE IRON AGE** are followed by most of the big financiers, railroad men, as well as the executives in the Iron and Steel field.

The Iron Age

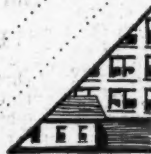
is closely read—advertisements included—by the 12,000 manufacturers in the Iron, Steel, Foundry, Machinery and Metal Working Trades.

If you do sell or might sell such firms, won't you mail this coupon?

THE IRON AGE, Box 128, New York City
Send me proof that **THE IRON AGE** is closely read by the 12,000 manufacturers in your field.

Name

Address



several large factories in several lines in several different cities. It has only one Rexall druggist in each community, except in the large cities where it has more. Mr. Liggett, for instance, conducts two stores in New York City. The National Cigar Stands is another Liggett enterprise, closely affiliated with the Rexall stores.

The Rexall chain, being a co-operative one, could not launch into a large advertising campaign without having the support, moral and financial, of its individual members. Its leaders have long wanted to undertake such a campaign, but they had not felt sure that the time was ripe until a suggestion to assess the members according to the size of their respective towns, made by a young drug clerk in a Michigan town, found popularity in the organization. This was adopted as the basis of the plan that is now being worked out. The national advertising is to be run once a month for twelve months, and all of the dealers are to take local newspaper space and display appropriate window trims on the corresponding days.

The goods advertised will be toilet lines, rubber goods, candy, etc. Medicines will not be advertised. The advertising and advertising literature used in connection with the campaign will, it is said, be free from any claims for the Rexall proprietary medicines.

The A. D. S. is not planning to use the newspapers immediately, but intends to come to them later. It has done so in the past, taking full pages on several occasions in the New York and other papers. It is making plans for a window display campaign. The advertising account has been put in the hands of Hill & Tryon, of New York, and its details are now being developed.

The A. D. S. and Rexall chains, both more or less co-operative in nature, are somewhat different in organization. The United Drug Company is owned by the member druggists, who buy the Rexall preparations and articles from it.

They buy the rest of their stock from jobbers or manufacturers. The company does not do a jobbing business.

The A. D. S., on the other hand, while having a large manufacturing plant in Long Island City, N. Y., attempts to supply its dealer-stockholders with everything they stock; it is the dealers' co-operative wholesale or jobbing house. It was organized by C. H. Goddard a few years after the Rexall chain started, and is said to be very strong in some parts of the country. It does not restrict its membership to one or two in a town, but takes in all desirable druggists. The headquarters are in New York.

The A. D. S. advertising campaign will point out the quantity in A. D. S. preparations and hence their asserted relative inexpensiveness as compared with nationally advertised goods. It is planned to catch the early issues of national publications.

STATEMENT OF THE OWNER-SHIP, MANAGEMENT, CIRCULATION, ETC.

Of PRINTERS' INK, published weekly at New York, N. Y., required by the Act of August 24, 1912.

NOTE:—This statement is to be made in duplicate, both copies to be delivered by the publisher to the postmaster, who will send one copy to the Third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the post office.

Editor, John Irving Romer, 12 West 31st St., New York.

Managing Editor, Lynn G. Wright, 12 West 31st St., New York.

Business Manager, J. M. Hopkins, 12 West 31st St., New York.

Publisher, PRINTERS' INK PUBLISHING COMPANY, 12 West 31st St., New York.

Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent or more of total amount of stock.) John Irving Romer, 12 West 31st St., New York; Richard W. Lawrence, 12 West 31st St., New York.

Known bondholders, mortgagees, and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities: Mrs. Geo. F. Rowell, 10 Spruce St., New York.

JOHN IRVING ROMER,
(Signature of editor.)

Sworn to and subscribed before me this 11th day of September, 1913.

L. B. WILDMAN,

Notary Public No. 205, N. Y. County.
(My commission expires Mar. 31, 1914.)

Billboard Interests Win in San Francisco

The long drawn out controversy between the billboard interests of San Francisco and the board of supervisors has resulted in a victory for the former, at any rate the construction of double-decked billboards, which the public welfare committee was so anxious to have regulated, is proceeding just as fast as the billboard interests can get the men and material with which to erect them.

According to A. J. De Rome, of the J. Chas. Green Company, who were the most interested in the controversy, the trouble started some time ago when various interests got together in an effort to abolish billboards in San Francisco. This they soon found they could not do, at least legally, on account of the property rights of the billboard companies. The next move was to regulate the height of the billboards to ten feet, and an ordinance was passed by the city to that effect, stating that if any billboard company desired to erect a higher sign, it must first secure the permission of the board of supervisors.

The idea of this provision was to take care of cases where it might be desirable to have a high sign, as in the case of unsightly vacant lots, etc., but about the only good it did was to swamp the board with requests for permits, and finally things got to a point

where they had to request the billboard company for a blanket application.

This blanket application was given by the billboard people as requested, but resulted in a "split" among the board of supervisors and made matters rather awkward for the billboard interests. Fearing unfavorable action on the part of the board, the J. Chas. Green Company took the matter into their own hands and started an aggressive bill-posting campaign. A lively tilt with the newspapers resulted.

Boards throughout the city were posted with sheets telling the people the billboard companies' side of the controversy. One sign down in the heart of the business district was used which was 230 feet in length, and the posters were changed every day throughout the two weeks of the campaign. Another poster, showing a cartoon of one of the supervisors who had been active in opposing the billboard interests, was posted directly opposite the city hall.

As a result of their campaign, the board of supervisors decided that all existing billboards be allowed to stand, and new boards built as need for their existence was shown.

The Criterion of Fashion, which is the new publication of the Curtis Publishing Company, continued from *Toilettes*, made its first appearance on the news-stands last Saturday.

COLLIN ARMSTRONG INCORPORATED

Advertising & Sales Service
115 Broadway, New York

Our service includes every phase of sales promotion from the formulation and direction of policy and method to the preparation and insertion of advertisements.

Reason for Change in Westinghouse Policy

Why Recent Copy Goes at Length into the Reasons for the Importance of the House in the Industry—A Long-Distance Campaign—Effort Also to Help the Local Central Stations

By J. C. McQuiston

Mgr. Dept. of Publicity, Westinghouse Electric & Mfg. Co., Pittsburgh

Printers' INK has asked me for an explanation of the radical change in our consumer advertising policy.

Heretofore our advertisements in the popular magazines have been designed to increase the sales of specific lines of apparatus, but its present campaign, consisting mainly of a series of pages in *The Saturday Evening Post*, is largely of an educational nature. The chief interest in this campaign for the advertising man lies in the reasons for undertaking it.

It was not, of course, without considerable deliberation that we decided to change our advertising policy for the time being. Our advertisements on fans, heating apparatus, small motors, and so on, had been very successful and we realized that an educational series would not bring in immediate results. But we felt that the average person's knowledge of electrical matters was limited and that he would be interested in having this knowledge extended along lines that no one else has so far attempted to extend it. Where we hope to benefit from this procedure will be evident as I explain more fully.

In the first place, electricity is so extensively used and electrical devices have been so well advertised that the public is fairly familiar with the uses and advantages of such devices as electric lights, irons, toaster-stoves, and other domestic appliances, but its knowledge ends right there. Behind the electric button lies an unknown land, shrouded in mystery, and, indeed, rarely or never thought of.

It is into this land that we propose to take our readers, showing them in an interesting way some of the many forces that combine to render effective electric service. By this process we hope to increase the interest in electrical matters, and thereby raise the efficiency of future advertisements.

Furthermore, while most intelligent persons have heard of "Westinghouse Electric" and know that it is a company of some prominence, very few who are not technically educated have the slightest idea to what this



Westinghouse Electric and Your Electric Service

HOW often do you think about the source of your electric current—the power plant that always has electric current ready for your use?

Rarely or never? Then its service must be satisfactory. And its give good service it must have reliable apparatus for producing and distributing electricity.

But how ever good the service at the other end of the line, you must have good motors, good lighting, good heating and cooling devices in your end of the line to get satisfactory service from the currents you buy.

The business of Westinghouse Electric is to build electric producing and distributing apparatus, motors, lamps, and other devices for both ends of the line, that the user of electricity can get the highest degree of satisfactory service.

Twenty per cent of the electric power plants in this country are using the service of transmission equipment and performed by Westinghouse Electric.

The Lighting Companies that have made trends for electric lighting service are those that use not only Westinghouse reliable equipment as Westinghouse Electric builds.

The houses and business land before you get the most out of electric power are those which use lamps and other electric devices of Westinghouse Electric quality.

The name "Westinghouse Electric" is your guarantee.

Westinghouse Electric & Manufacturing Co.
East Pittsburgh, Penn.

Sales Offices in 42 American Cities. Representatives all over the World.

DRIVING HOME THE MEANING OF HOUSE PRESTIGE

The Oldest EXPORT Journal in the World

EL COMERCIO

ESTABLISHED 1875

MANUFACTURERS!

Latin-America is Your Natural Market

The present tariff revisions, by causing radical changes in our trade conditions, mean a reduction in the cost of raw material to our manufacturers. This will lessen the cost of manufacture and correspondingly reduce the price of the finished product to the foreign customer.

This means that your commodities at lower prices will attract many thousands of new Latin-American customers who are now buying in European markets.

Manufacturers and dealers who have a

Latin American Trade

are in a position to overcome and counteract business depression at home.

Build up a CASH Trade in the Markets
South of the United States, Where

Climatic Seasons Reverse Ours, and you

will thereby be enabled to keep your trained employees together during dull seasons, and not have them scattered when your home trade demands their best services. An Export Trade will, in effect, cut down your overhead expenses, which means larger profits.

In view of the early inauguration of the

PANAMA CANAL

Latin-America Buyers of all kinds are reading the columns of EL COMERCIO with the closest scrutiny, that they may become better posted and prepared to buy more largely from the United States, their natural source of supply.

EL COMERCIO covers thoroughly the following territory:

South America	Central America	West Indies	Miscellaneous
Argentina	Brazil	Cuba	Curacao
Bolivia	Colombia	Santo Domingo	Mexico
Chile	Paraguay	Porto Rico	Portugal
Ecuador	Uruguay	St. Thomas	Canary Islands
Peru	Venezuela	Trinidad	Spanish Colonies
Panama	Salvador		in Africa

The Consul of one of the leading SPANISH-AMERICAN COUNTRIES writes:

"The man who waits till 1915 to advertise will not be in it with him who takes time by the forelock and familiarizes the foreign prospect with his brands and wares, by persistently placing a description of them in a periodical of such prestige and experience as is El Comercio."

Send for sample copy, advertising rates and circular containing testimonials.

J. SHEPHERD CLARK CO., 126 LIBERTY ST., NEW YORK CITY

Mention This Paper

READ THIS

A letter from the Vice-President of the old and well-known firm of E. I. HORNMAN & CO., of New York, who has seen with his own eyes WHAT WE DO AND HOW WE DO IT.

July 2, 1912.

J. Shepherd Clark Co.
We have now been advertising in "El Comercio" since May, 1911, and think it timely to write and express the great satisfaction we feel in the results obtained for us by the use of your paper.

The writer has just returned from a trip to South America, where he discovered your paper was well distributed and highly thought of among responsible merchants. Yours very truly,
K. I. Hornman, Jr., (V.-Pres.)

Persistence Means Success

Advertisers Stick to El Comercio

151 over 3 years
82 " 5 "
54 " 10 "
38 " 15 "
32 " 20 "
20 " 25 "
18 from 30 to 35 years

Reaching The Reader's Heart

Editor of Better Farming,
Chicago.

Dear Sir:—I think the name **BETTER FARMING** is the most appropriate name that could be given a paper like yours, as "better farming" is discussed from ocean to ocean and gulf to lakes.

The Americans everywhere are looking for methods of "better farming" and in your paper so named, they can certainly find them.

In these up-to-date times, folks are doing most of their going about in Automobiles, and if one will follow the advice of "**BETTER FARMING**," he can drive his own Auto and add lots of pleasure and comfort to himself and family, and have lots more time to watch and study "better farming."

I am a seven year subscriber and glad of it. Hoping that there will be many thousand more farmers reading the best paper, **Better Farming**, and wishing you continued success, I remain,
Yours respectfully,

Okl. J. A. BRADHAM.

The reason that **Better Farming** reaches the hearts of its vast constituency is because the whole paper is permeated with a distinct editorial personality.

The Editor of **Better Farming** not only owns and operates a model "experimental farm" near Chicago, but he is managing director in farming 21,000 acres in the new Northwest, where he is applying every scientific method and appliance of modern agriculture.

This gives his editorial work the unmistakable voice of knowledge and furnishes the reason for the real interest and attention which every issue of **Better Farming** receives in the homes of its readers.

Better Farming

Duane W. Gaylord, Agr. Mgr.

Chicago

Harry B. Raymond, Eastern Rep.
225 Fifth Avenue, New York

prominence is due. But beyond all question the company's history and its present activities are its best advertisements, so we have devoted considerable attention to describing some of its more important achievements and its attitude towards users of electricity.

But the most important reason for the present campaign is that we hope to enhance the status of the central electric power station, especially the small one. It is a fact that a public service corporation is not able to put itself before the public in its true light, because its own efforts to prove itself a public benefactor are promptly discounted. While it can do a great deal by proper advertising, an outsider totally disinterested in local affairs can do more. Every person in a district supplied with electric power should realize that the central station is enabling him to live a broader, more comfortable, and safer life, and is daily helping him to reduce the cost of living.

What we are endeavoring to do is to bring these facts home, and we are doing it because the future of electricity and of the electrical manufacturer lies in the hands of the central station, and anything that aids the central station aids by just so much the electrical manufacturer.

This is frankly very long distance advertising, more so in fact than any campaign I know of, but I am confident that it is valid, and undertaken at this time will pay us better in the long run than the immediately remunerative kind.

In order to draw the attention of the central stations to these advertisements we have sent out a large folder entitled "A Campaign of Advertising for the Benefit of the Electrical Industry," and containing proofs of two of the advertisements and a letter describing the purposes of the campaign.

The Calumet Advertising Company, of Chicago, is a new corporation organized by Paul H. McCalla, Max J. Farber and P. M. Merrick.

Big Advertising Claim against San Francisco R. R.

A claim for \$20,915.58 was filed in the U. S. District Court, St. Louis, for the Gardner Advertising Co., against the St. Louis & San Francisco R. R., now in receivers' hands, on September 12. This is for advertising matter prepared, placed and paid for during four months under the direction of the railway company. An official of the railroad company said that the receivers had not been authorized by the court to pay bills of this character, but that the existence of the bill is not disputed and that it would be paid in the same manner that the company's other bills will be settled.

Charles de Young Dies

Charles de Young, publisher of the San Francisco *Chronicle*, died on September 17. He was the son of Michael H. de Young, the proprietor and one of the founders of the *Chronicle*.

Charles de Young, although but 32 years old, had built a reputation as an executive through his handling of the *Chronicle* during the absences of his father in Europe. He was one of the prime movers in planning the Panama-Pacific Exposition and was a member of the exposition directorate. He was a graduate of Harvard and a member of the California Society of New York.

Rothacker Succeeds Laemmle

Carl Laemmle has resigned as president of the Industrial Moving Picture Company, of Chicago, and hereafter will give all of his time to his interests in the Universal Film Manufacturing Company, of New York.

Watterson R. Rothacker, general manager of the Industrial Moving Picture Company, succeeds Mr. Laemmle as president. Mr. Rothacker will continue his general managership.

J. W. Booth Heads St. Louis Ad Course

J. W. Booth, president of the St. Louis Ad League, will again be in charge of the advertising course of study at the Y. M. C. A., St. Louis, during the coming winter. Many League members volunteer their services, as does Mr. Booth.

Death of Bennett of Willys-Overland Company

George W. Bennett, vice-president and general manager of the Willys-Overland Company, automobile manufacturers, died September 17 at his home in Toledo, O.

Mr. Bennett had been prominently identified with the automobile trade in this country for many years.

The Curtis Advertising Company, of Detroit, recently changed its name to the Curtis Company.



Truthful Publicity

when backed by energy, skill and integrity always wins out. As an example, you have seen the wonderful success of

1847

ROGERS BROS.

"Silver Plate that Wears"

which to-day is known in every city and hamlet in America. This is the highest grade of silver plate made and has been so advertised for over 50 years by the largest makers of plate and sterling silver.

If you would like to see illustrations of the different patterns, send for Catalogue "P."

INTERNATIONAL SILVER CO.

MERIDEN, CONN.

Successors to
Meriden
Britannia
Company



Right Now

There is a big opportunity for a food stuff advertising campaign in New Orleans.

For years the bulk of housewife purchasing has been done in the public markets.

Recently many of the exclusive privileges of these markets have been abolished. There is no longer the concentration of shoppers at the markets. Grocery stores are serving more people each week. It won't be long before the entire city will be educated to the grocery store through the demand created by advertised food stuffs. This education is coming through the columns of the newspapers and particularly through the columns of the States for the States has the call in the homes of New Orleans. It is read by those who buy food stuffs and therefore it is the opportunity messenger for the live advertiser.

We can tell you more about this in a letter.

The New Orleans DAILY STATES

604-606 CANAL STREET
NEW ORLEANS, LA.

THE S. C. BECKWITH SPECIAL AGENCY
Foreign Representatives

NEW YORK

CHICAGO

ST. LOUIS

In the quality field
Harper's Magazine
holds a distinctive
position in that its
net cash paid circu-
lation is guaranteed
to be more than
100,000

This perhaps accounts
in a measure for the
advertising gain during
the past seven months of

15,848
lines over the same
period last year.

Here, in Fig. 2, are ten ads of goods that can be used in summer. Do they tell their story as forcefully as the school ads shown in Fig. 1? Can you pick out the names of the articles as easily as you can pick out the names of the schools in Fig. 1?

Nine out of the ten ads in Fig. 2 have cuts, against four of

You couldn't change the effect of Fig. 1 no matter how you arranged it. Every ad would stick out just as well as it does now. You can't bury them.

Fig. 3 is a group of small travel ads that are above the average, but a real well-handled ad could be made to dominate all of the other displays in this group.

As it stands, the "Holland" ad is about the most effective one of the group. Note why.

I know from experience that if you want to get any information out of the average group of travel ads, you must dig for it, and finally you must write for it. What a fine chance for some of the travel ads to do something different and effective!

Fig. 4 is a group of small ads for hotels, taken from a New York newspaper, and is about the most effective group of small newspaper ads that I have discovered lately.

It is interesting to note that only two designs are used in this group of hotel ads—the circle and the plain square.

Both the circle design and, of course, the square idea are old in principle, but

these ads have been "made up" in such a manner as to cause these conflicting designs to break up the monotony and draw attention.

The names of the hotels are easily grasped, and in this principle they are like unto the school ads in Fig. 1.

I have not considered the classified ad because I have found that there are only a few methods for dominating the classified section. As no rules, borders, nor black type are allowed in the classified columns, it is best simply to

M & M PORTABLE READY-BUILT COTTAGES
Complete Ready to Set On The Foundation
Bathrooms, Closets, Kitchens, Stoves, Sinks, Hardware, etc.
For Catalogue, prices, etc., write to M & M Cottages, Inc., 100 West 42nd St., New York, N.Y.

FOR YOUR HEALTHY SAKE
"NOXALI" WATER FILTER
The "NOXALI" Water Filter is a simple, efficient, and reliable device for filtering water. It removes all impurities, including sand, silt, and organic matter, leaving the water pure and refreshing. It is easy to use and requires no electricity.

Vacuum Clothes Washer \$3.50
The Vacuum Principle Applied to Washing
Lightens the work in a point where washing is a chore. Always easy to operate. Cleans blankets, sheets, towels, etc., in a few minutes, never requires soap. No one back of the machine. Send today for a free trial. Write to the manufacturer.

100 Special New Model
All-weather pants and dress suits with the "NOXALI" Water Filter. The "NOXALI" Water Filter is a simple, efficient, and reliable device for filtering water. It removes all impurities, including sand, silt, and organic matter, leaving the water pure and refreshing. It is easy to use and requires no electricity.

The Family Shoe Stretcher
Don't Let Your Feet Suffer From Tight or Burning Shoes. The "Family Shoe Stretcher" is a simple, efficient, and reliable device for stretching shoes. It is easy to use and requires no electricity.

PERFECTION IN MIXING
"Roberts Lightning Mixer"
The "Roberts Lightning Mixer" is a simple, efficient, and reliable device for mixing. It is easy to use and requires no electricity.

85 Pound Electric Suction Cleaner
The "85 Pound Electric Suction Cleaner" is a simple, efficient, and reliable device for cleaning. It is easy to use and requires no electricity.

10 Days Free Trial
The "10 Days Free Trial" is a simple, efficient, and reliable device for cleaning. It is easy to use and requires no electricity.

MEDARTS OUTDOOR HOME GYMNASIUM BOYS-GIRLS
Provide healthy out-door amusement for your Boys and Girls. MEDARTS HOME GYMNASIUM is a simple, efficient, and reliable device for cleaning. It is easy to use and requires no electricity.

FIG. 2—IN THIS MASS NO AD HAS DISTINCTION. COMPARE FIG. 1

the six ads in Fig. 1. Three of the ads in Fig. 2 have cuts as expensive as the most elaborate cuts used in Fig. 1.

Yet the small and crowded type, the commonplace set-ups, and the poor arrangement results in a conglomerate mass that increases the heat of summer for anyone to attempt reading it.

Some ad men will say that poor judgment on the part of the man who "made up" the page shown in Fig. 2 was responsible for the poor effect.

After All It's the Opinion of Readers Which Really Counts

Editor
TODAY'S MAGAZINE
New York, N. Y.

1094 Corbett St.
Portland, Oregon
August 1, 1913

Of the fourteen magazines that come to my home monthly, I can truthfully say I look forward most of all to "Today's." It is such an enterprising, interesting, useful home-paper that it has a niche no other can fill.

I read with pleasure and interest of the new departments and good things in store for the coming year. It is superior now to magazines for which I pay a dollar subscription, and I am sure with these additional features, every one must concede that you are "the leader" indeed.

Mrs. E. A. Stacy.

Editor
TODAY'S MAGAZINE
New York, N. Y.

Green Castle, Ky.
July 24, 1913

Yesterday my August number of *Today's* arrived. For some time I have been a subscriber and have kept reading here in silence, not telling you even once that your magazine, in my mind, is the leader. And when I read that it is to be made better and better, I cannot keep quiet any longer.

Miss Lillie D. Coates.

Editor
TODAY'S MAGAZINE
New York, N. Y.

Seymour, Iowa
July 11, 1913

I have just been reading the editorial pages of "Today's." I am also a newspaper woman, my husband and I publishing "The Leader" in this city. When "Today's" first came to our exchange tables my first thought was "Another magazine! How can they do it with so many other good ones in the field?" I cared little for any except the "Ladies Home Journal" and the "Woman's Home Companion." Before I had read the first number received through, I was convinced you covered a field not touched by other leading journals for women.

Mrs. J. J. Adams.

Editor
TODAY'S MAGAZINE
New York, N. Y.

1217 Pennock Ave.
Nashville, Tenn.
August 2, 1913

I have read *Today's* for a great while and think it is just simply great. I think each issue is better than the last and you promise to make them "better and better," so I can hardly wait. I show my *Today's* to my neighbors and they all love it.

Mrs. R. J. Hatton.

Editor
TODAY'S MAGAZINE
New York, N. Y.

4008 7th St., N. W.
Washington, D. C.
August 7, 1913

The other day my husband, who reads your magazine with much interest, remarked "I read one of the best things I ever saw in *Today's Magazine*." He referred to an article concerning the income necessary for a family to dress to the point of efficiency.

Your August editorial was fine, too, and Mrs. Wilsie's story improves every month. She handles her points admirably.

Mrs. C. H. Hanson.

Editor
TODAY'S MAGAZINE
New York, N. Y.

Williamsburg
Virginia

I am glad the Kate Dorman contest started us reading your magazine again. We thought we could not afford it, but a friend from Ohio sent us a copy when the contest began, and we decided to manage to take it again. The magazine improves all the time. It is better than it was a year ago. As I am a country reader that means not very much time for reading. So when I get a moment I like to read something that rests and helps me. *Today's* does that. I like the spirit and motive glimpsed in your fiction.

Mrs. L. W. Wright.

Editor
TODAY'S MAGAZINE
New York, N. Y.

3463 N. Halsted St.
Chicago, Ill.
July 30, 1913

I, as a reader and member of a family subscribing for *Today's*, will say that for the class of subjects with which your paper concerns itself, it is the best that can be had on the market for the money.

The various departments are helpful, not only in offering suggestions along the different lines, but also are beneficial in extending information to housewives and in teaching them modern methods of economy.

Mrs. Hal Lee Wegel.

Editor
TODAY'S MAGAZINE
New York, N. Y.

Bethel, Vermont
July 24, 1913

It is a difficult matter to find anything lacking in *Today's Magazine*. I count the time almost as lost that I was not a subscriber.

Mrs. Clara E. Atwood.

We wish it was practicable to print the opinion of every one of the 800,000 subscribers for "The Necessary Woman's Magazine"

Will C. Izor,
Manager Advertising Dept.

TODAY'S MAGAZINE,
G. T. Hill, Jr., General Manager

461 Fourth Avenue, New York City

Western Advertising Representatives:

R. G. Howse and F. G. Little, Peoples Gas Building, Chicago

Assistant Art Editor Wanted

THE art editor of a class publication universally recognized as one of the most distinctive in appearance of the whole magazine field, wishes a young man as his personal assistant.

Some knowledge of drawings, plates, reductions, and high class make-up is essential; but other qualifications along the lines of energy, ability, and clean cut work will be taken into consideration.

In writing, please state fully, education, experience, ambition, and salary expected. Correspondence will be held strictly confidential.

"O. S.," Box 98
Printers' Ink

Magazine Man Says Trade Papers Should Be More Readable

The Element Now Lacking Thus Will Enable the Trade Press to Fulfil Its Destiny—Editors Should Keep in Mind the Men Whose "Time Is Burning Up"—Address before F. T. P. A.

By Richard H. Waldo

Mgr. Adv. Dept. *Good Housekeeping Magazine*

I AM told that I have been chosen to speak on the topic, "The Trade Paper from a Magazine Man's View-point," because I was the first magazine man to discover the trade press. Whether or not this is so, I shall not let the truth spoil a good story. It is enough that I have the privilege of coming before you, and that I am given the opportunity to tell you what a magazine man believes you can do to reach your full power and efficiency.

We believe things first and prove them afterwards or not at all. Therefore I ask you to believe these things now—the proof can come a little later on.

The trade press of the United States lags behind newspapers and magazines as a power for effective public education. It should be the greatest educative force that uses the printed word.

The trade press lags behind newspapers, magazines, street cars and billboards as a salable commodity. It should be the greatest merchandising power available to modern commerce—the form of merchandising always bought, but never sold.

That, from a magazine man's view-point, is the situation of the trade press as it ought to be and as it actually is.

The why and wherefore is not far to seek. Trade paper men for many a year sowed the wind of write-up and puffery. They have reaped the whirlwind of doubt and disbelief. They sowed the dragon's teeth of lying circulation figures. They have seen the harvest-home of proof like

armed men slaying their reputations.

They have but gleaned in the field of knowledge where others have worked and reaped, and they have let their empty storehouses be seen of all men.

What wonder that the trade press lags? What wonder that it is frequently said of this press that it stands where other publications stood twenty years ago.

GREAT FUTURE FOR TRADE PRESS

Yet it is in the truth of these things that comfort lies. It is from these truths, fairly faced, that the men of the trade press have already begun building. And that which you build is destined to become a chief glory of the nation. For I give you this: Within two decades—and it may be but one—it will be to the trade press of the United States that the older nations will turn for counsel and guidance in the commercial progress that already amazes the world. Having the light, you shall pass it on, and the proudest word of the publishing world will be "I am a trade press man."

It isn't quite that way to-day. There is too much of the feeling that experience on the trade paper qualifies a man to get a good job. From solicitors to editors, they come to us men on the magazines, and tell us of their readiness to do big work—because of the versatility in things *not to do* that comes from trade paper training. . . .

The trade paper man of yesterday was indeed versatile. He could go out and take subscriptions. He could come in and write editorials. He could take those editorials in one hand, a fountain pen in the other, and transfix a manufacturer with the thought that, under the circumstances, it would be wise to advertise. Then, with this demonstration reduced to black and white, he could call on other manufacturers in the same line of business—and some of them would fall. Truly the old-time trade paper man was versatile. . . .

There are no reliable figures to

An Agency— not a Wet-Nurse

If the proposals of the "know-it-all" and "do-it-for-you" agent appeal to you, ours will not.

Our business is to advertise the wares of men who know something about how to make and sell them. We find that quite difficult enough, and we admit that we cannot step in and supervise your factory and your sales-department while you go fishing.

If you are looking for a commercial wet-nurse you won't like us, nor we you. We're Advertising Agents, and we deal with people who have some confidence in themselves, some solid reason for it, and some willingness to work as hard as we do.

If you belong to *that* class, tell us about it.

The
Procter & Collier Co.

Cincinnati
New York
Indianapolis

show what the volume of trade paper advertising was twenty years ago. I doubt whether the publisher ever really knew, since so much reading matter was paid for in cash, and so much other was inserted to help carry advertising contracts. But needs must when the devil drives, and the trade paper men of that day were mostly hard driven indeed.

The trade paper man of to-day is a very different citizen. Publishers of a considerable majority of trade papers have realized their opportunities under broad and thoroughly ethical policies, and they have aggressively sought the prosperity that may fitly be theirs. They have made themselves better understood by advertisers, and the fear of small circulation being misunderstood is rapidly passing. Moreover, circulation statements are very generally accurate, and this prolific source of distrust seems destined to become in a very short time almost wholly a thing of the past.

The elimination, in large measure, of the write-up has worked wonders in raising the confidence of advertisers, and the strong trade paper publisher is as little open to appeals for free space as is the publisher of any great magazine.

Yet with all these changes for the better, I frequently wonder what sort of men the editors of the trade press are editing for. Do they have in their mind's eye the busy man whose time is considerably occupied in the task of making a living? I think they see the inmates of commercial travelers' and old ladies' homes—the Snug Harbors of disabled commercial craft. For surely Time—Time in vast quantity—is the *sine qua non* of successful trade paper reading. It is indeed the exceptional editor who edits his publication for those whose time is burning up, rather than for those with time to burn.

Harry Earnshaw, the very able editor of that widely read house-organ, *Ginger*, has given a pretty estimate of what a trade paper editor should see before him. He says:

The retail merchant is not nearly so much a technician as the average trade paper appears to think. He is not an economist, but just an ordinary kind of a human being, grubbing to make a living, with the immutable law of averages set dead against his ultimate success. His indifference to statistics, and the potentialities of the tariff debates, and new-fangled systems of bookkeeping is simply appalling. He will read and absorb a certain amount of "useful information" bearing on his business, and the conducting of his business, but the chocolate coating has to be pretty thick around the pill.

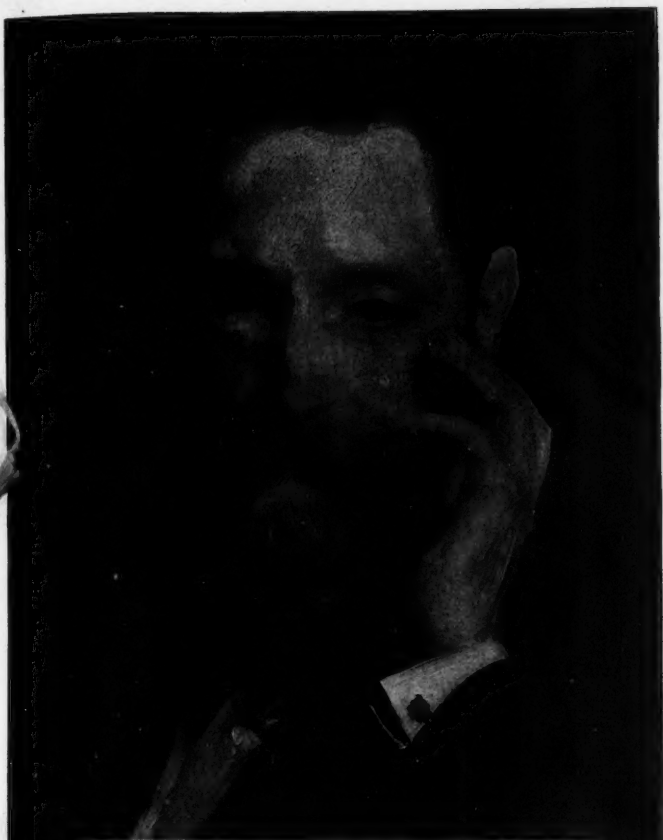
In short, it is the result of my experience and observation that the trade paper which can reach out and grip the retail merchant and hold him is the one that does not take itself too doggedly seriously. If such a paper has a mission, or thinks it has one, the fact should not be too often obtruded upon the reader. He is willing to be led to reform but he doesn't want too much fuss made about it. To boil it right down, it is my idea that a trade paper must be made readable, above all things.

There you have it and I want to put this in your eye like a cinder; to a magazine man the trade press is not readable.

No use to tell me it isn't published for magazine men. I will come back at you and tell you it isn't published for more than five men out of every hundred you can get to take it! Nineteen out of every twenty among trade press subscribers do their reading in it as a more or less painful duty—and many another duty that claims them first.

Some of these fine days one of you gentlemen is going to steal a march on all the others, and publish a trade paper to be read! Then look out! There will be a wakening up—not very fast, of course, but a wakening nevertheless—that will be worth watching and going far to see.

The man who first goes to it will take his own wherever he finds it. From the magazines he will take a re-write man or two who can put human interest into the stories of the technical experts. From the newspapers he will take a couple of live, catchy headline writers. From the billboard men he will capture a man who can tell a story in a phrase worthy of electric lights. From one of the great advertisers he will wean a man who understands that a publisher can have a more advertisable proposition than any



By all means begin reading the story of this publisher's life, as told by his secretary, the first chapters of which appear in the October

METROPOLITAN

THE LIVEST MAGAZINE IN AMERICA

The magazine with the weekly size and the monthly life continues to show enormous gains in advertising and a steady growth in circulation.

A Reproduction of the famous Sargent Portrait.

JOSEPH PULITZER

other manufacturer. And, last, but not least, he will gather round him, will this publisher who has waked to his marvelous opportunities, a staff of experts who will pass in detail on every type of merchandise sought to be advertised in his publication. And he will grow rich because of the business he will turn away!

Before I leave this thought, I want to put it squarely up to the Federation of Trade Press Associations in this manner. It is within your power to have the entire censorship of advertising rest in your hands, and in your hands alone. What you pass upon as worthy, that shall prosper through the use of advertising. What you pronounce unfit, shall wither as an unwatered plant because the channels of advertising are closed to it. For it is clearly understood to-day that, as a man can live three minutes without air, three days without water, and three weeks without food, a manufacturer can live just about three years without advertising.

In a word, it is time for you to realize the enormous police power of advertising in the hands of the trade press, if your federation itself will but do so.

Beyond this, you can, through the same work, provide a means whereby the manufacturer, seeking a market, or a wider one, can know exactly how his merchandise compares with what is already sold—and just what competition he will have to meet. The German Government does this for its manufacturers now. This the public can do better and more efficiently through its trade paper publishers than in any other manner. Is the work too big for you?

If I read your thought aright, you are saying, "But if we do all these things, we are no longer the trade press—we will become 'popular.'" What Bishop Watt said under parallel circumstances fits this case: "There is no reason why the devil should have all the good music." I say to you that there is no reason why other forms of literature and money-making should monopolize the

features that make reading a pleasure.

Make the trade press readable—readable to ninety-five men out of every 100 in their specific trades—and you will make it a greater power than, magazines, newspapers and house-organs combined. Make the average man turn to his own trade paper with one-half the pleasure with which he now turns to a popular magazine, and you will build properties powerful beyond your present dreams. Do not say that it cannot be done—for it can and will be done if I have to do it myself.

For all these criticisms I do not want to leave with you the impression that I underestimate the power of the trade press to-day. It has a marvelous power—it has done marvelously for me, and the many thousands I have spent in it have come back tenfold. My bread upon the waters of the trade press has returned quail on toast, ready to be eaten. Without the trade press plans on which I stake my all would have gone a-glimmering, and I could not, had there been none of you, have come before you to-day. No, the trade press is mighty, but with the strength of the boy Hercules. I would have him a man grown, and there is nothing that I would leave undone, by word or deed, to bring the growth through with what speed we may.

Ten days ago it was my privilege to appear in Colorado Springs before the American Public Health Association. This body of scientists had never before heard from an advertising man—they had never conceived that advertising had any interest for them. Their work has to do with public welfare—the handling of typhoid epidemics, the protection of the milk supply—the control and elimination of the social evil, and similar constructive work.

Yet when I showed them that advertising has a power for the public good that reaches into every home in the land—when I told them of what the Associated Advertising Clubs of America is doing to make advertising the Truth, the whole Truth, and noth-

ing but the Truth, they gave me just the finest send-off ever a man had. Moreover, they elected me to membership in their association and told me that they would carry the word of Truth in Advertising to every state.

I mention this as preliminary to driving this point home to you: It is service rendered and the knowledge of that service that is increasingly becoming the basis of financial success. President Wilson put it exactly when he said: "The one thing that the business men of the United States are now discovering is that they are not going to be allowed to make any money except for a *quid pro quo*, that they must render a service or get nothing."

There are tens of thousands of American business men who know little or nothing of the splendid services rendered by the trade press. There are tens of thousands of others, the younger generation, who hardly know that the trade press exists. To both these classes the avenue of approach is

very simple — I have already pointed it out: Make your publications more readable. When you do this, you will have thrown down the one wall that keeps you from coming into your own.

Everything else you have because service is the very foundation of your existence. Taken together I do not think there is any group of men in this or any other country whose opportunities for service are so great as yours. You are the men who toil to sift the worth-while from the worthless—who first make the unknown known—who nurse the small plant into the mighty factory. And you do it through service—the kind of service that men may turn to in the time of perplexity and find it good. Yet I would have this service sought in other times as well—as one seeks the light in a friend's eyes, because it is good to look upon.

You may have it so when you will. There is a world waiting for such service as you do and will render.

The "Geological" Aim of Adfests is to increase the "boring efficiency" of the Advertising Dollar so it will drill down faster through the leaner strata of consumerland and coax the rich oil reservoirs of "purchasability" to respond with a free and steady gusher of consumer dollars.

IN Gotham advertising geology the two groups of strata, morning and evening fields, are peculiarly parallel.

Each has its undisputed leader, the paper that taps most efficiently the high class field.

Among evening papers the leadership of the New York GLOBE is double barreled.

More circulation than any high class contemporary—yet a lower rate per line per thousand. That is why advertisers interested in results rather than hysterics, say

In New York it's

The  Globe
AND OF **Commercial Advertiser**, 1917.
NEW YORK'S LARGEST NEWSPAPER.

O'MARA & ORMSBEE, Foreign Representatives
Brunswick Building, New York City **Tribune Building, Chicago, Ill.**

Circulation (Net Paid) for year ended August 31, 1913, 137,266
Circulation (Net Paid) for month ended August 31, 1913, 145,794

Need of New and Better Standards for Business Journals

Address delivered before Convention of Federation of Trade Press Associations

By Charles G. Phillips

President, Dry Goods Economist

SO much has been written and spoken concerning the subject assigned to me, namely, "Standards for Business Papers," that it behooves me to escape, if possible, the usual gush and sweet-smelling incense so copiously spread before conventions in the past.

The truth of the whole matter is that simple, plain, good common sense and honesty, vigorously applied, is all there is to it, and if you are expecting any wonderful high-sounding statements from me, you are going to be disappointed.

Any business paper which does not make itself a recognized factor in the industry in which it works, and does not continually electrify it with constructive suggestion and criticism, is a failure in the performance of its real mission.

The quack medicines manufactured by some publishers and used as dope to lull advertisers into using their publications is awful, but would fail in producing any injury if it were not for accessories such as make-believe agencies, Quack Ad Doctors and Claiming - to - be - Professional - Advisers, who accept the dope and present it as something really of substantial advantage to concerns just about to spend money or who are already spending it in advertising their wares.

There is no real opposition to the influential trade and business publications. There is, however, a great deal of ignorance about them and that is the fault of the publishers of the business and trade papers. The one greatest piece of work to be accomplished during the present development period, which I beg of you to "go at" at once, is the compilation of the statistics, history, causes and effects and real condi-

tions as they exist to-day in your industry.

We all have an abundance of such material, but it is not in reference-book form, so it can be used as a library into which the editor, managers, solicitors and clients can delve and readily turn to for facts which will justify or nullify conclusions.

As for trade, technical and class publications, now happily termed "Business Publications," allow me to present —, in one single statement a conclusion which I have arrived at as being the one cause of more weakness in the situation than any other half-dozen which can be named.

There is no good reason under the sun or in law or good business why a cheap, low advertising rate should exist. Why do I make such a radical statement, you ask? My reply is that a publication with a low, cheap, belittling advertising rate is a dead-give-away as to the right of that publication to be in existence in these times when real service is the only thing which counts, and real service can't be rendered by inefficient staffs, and efficient staffs can't be had for cheap wages.

All the old bunk that "it is only fair and right to let the 'new ones' start with a \$10, \$15, \$20 or \$25 page rate" is not even decent in these times when the reader must have real guidance, real help, real co-operation, real special service, real news, real merchandise advice and dependable quotations.

I want to say right here and now that as one of the standards for business papers there should be nothing less than \$100 a page for advertising. And from that up to \$250 will be what we will have to have if we are going to keep abreast and just ahead of

To National Advertisers
To Advertising Managers
To Sales Managers

\$60,000,000

Being spent by vacationists alone in

Progressive Boston
and
Wonderful New England

We produce no hides, but make more shoes than all the rest of the country combined.

We grow not one pound of cotton, but lead in cotton manufacture.

We raise no sheep, but lead in the woolen industry.

No parallel to this in the United States.

We lead the nation in the fishing industry and the production of watches, clocks, hardware, cutlery and tools.

We have the largest woolen mills, shoe, watch and confectionery factories in the world. We have 42 1/10 per cent of the manufacturing establishments with 500 or more employees each.

We gained 960,664 in population in the last census, and we have nearly four times the density of population that is an average in the rest of the United States.

Your salesmen can cover more territory in a given time and reach a larger number of places than is possible anywhere else in the United States.

4,000 Communities.

900 Cities and Towns on Steam Railroads.

7,000,000 people and Boston is the center.

POSTER ADVERTISING

JOHN DONNELLY & SONS

97 Warrenton Street

BOSTON, MASS.

the needs and requirements of our subscribers and our industries.

What is being rendered in the way of service to our readers now when compared with what we will have to render in ten years will make you publishers stop and wonder and recall my statement of to-day regarding advertising rates. If to-day you can't be of counsel or a member of your subscribers' staff of employees—a real service-giver, a real news-supply depot, a real idea-producer for them—unless you have the income to use in equipping your establishment with *leaders* in the editorial and advertising departments of your publications—what will it be in 1923?

We must be broad-gauged and see the value and great business promotion there is in all standard forms of publicity which have demonstrated their claims for recognition. The newspapers, magazines, billboards, street-car signs, accessories and any other forms as described in foregoing statement.

I plead here for a standard concerning circulation statements and this Federation of Trade Press and Business Papers could accomplish no greater good at this session than to pass a resolution insisting that it be incumbent upon its members to carry on either the front cover page or the editorial page of each issue the following:

1. Number printed of last issue.
2. Last issue supplied to paid-in-advance subscribers.
3. Balance supplied to newsstand, sold at publication office, sample copies and exchanges.
4. Number printed of this issue. Newsstand copies not returnable.

Publishers to agree to furnish absolute proofs of these figures to any advertisers or would-be advertisers upon request.

Why wait a minute for such action? Does anyone fear it? If so, that very fear proves that the advertiser should demand proof of your circulation statement. Some one says, "Our figures are small, but the quality of the quantity is

what counts." I again contend, give the facts, *all of them, quantity and quality.*

I am sure that such standards will raise our profession to a higher level.

Let our standards in our department of publishing be based upon this determination: to be of an industry, and to know more about the real things worth knowing concerning the developments in that industry than any one of our subscribers knows. Then and only then will we be worth while.

Summing up again, the true standards for business papers are all based upon:

Just good old-fashioned honesty, plus up-to-dateness, in all departments of our institutions.

To the man who "gets out a paper" for a trade just because he thinks it ought to have one, who makes that paper according to his own preconceived notions, who fails to manifest in it more knowledge of advanced methods in his field than any single one of his subscribers, and who falls short of giving his readers the valuable, hard-to-get information they need, together with distribution ideas, new, practical and always abreast of changing conditions: to that man I offer my condolence here and now.

How Beauty Aids the Show Window

Do elaborate window displays detract from the natural selling power of the merchandise shown in them? This question has been answered in the affirmative in one of the trade papers by a manufacturer of fixtures, apropos of the recent exhibition of one of the department stores. A prominent window dresser took the opposite side of the question recently. "What attracts attention to a window," he asked, "but the display set up in it? Doesn't it stand to reason that the more beautiful this display is made the more attention it will attract? American women are particularly interested in beautiful things. No window display, no matter how elaborate it may be made to get the shoppers looking at the goods, can after a moment or two prevent the feminine lookers-on from getting down to a study of details. Elaborate window trims surely attract more attention than mediocre displays, and their very beauty leads to results inside of the store that the average decoration cannot begin to produce."—*New York Times.*

Eight Months' Supremacy

In

Circulation, Advertising and Want Ads

The Register and Leader- -Evening Tribune

IS FIRST IN DES MOINES AND IOWA

Average Sworn Circulation
Jan. 1 to Aug. 31, 1913.

DAILY

Register and Leader-Evening Tribune..... 56,619

SUNDAY

Register and Leader..... 40,186

Total Advertising Published
Jan. 1 to Aug. 31, 1913.

Register and Leader.....	243,907 inches
Evening Tribune	198,566 inches
Capital	240,186 inches
News	180,524 inches

The Register and Leader-Evening Tribune maintains a most rigid censorship over advertising—excluding all of the following classes—liquor, fraudulent or doubtful financial offerings, blood poison cures, consumption cures, cancer cures and other objectionable medical copy of all kinds, matrimonial offers, large guaranteed dividends, fortune tellers, palmists, sales by itinerant merchants or transient fire or bankrupt sales, puzzle schemes.

One other Des Moines paper accepts practically all of these classes, while another rejects a part but prints some of the most objectionable.

"WANT" ADVERTISING

... the unfailing indicator of the newspaper that reaches all classes in the greatest number and brings the best results.

From Jan. 1, 1913, to Aug. 31, 1913

Register and Leader.....	88,329 inches
Evening Tribune	64,117 inches
Capital	45,207 inches
News	37,607 inches

**Notice That the Register and Leader Prints More
Wants Than The Capital and The News
Added Together**

ADVERTISING REPRESENTATIVES

Chicago
Jno. Glass
1167 People's Gas Bldg.

New York
Putnam & Randall
45 West 34th St.

Why Rural Dealers Boost South Bend Watches

Quality Appeal in Farm and Small Town Papers Linked with Dealer Copy—Letters from Jewelers the Key to the Line of Appeal—The Kind of Window Displays Given Dealer

By John P. Wilder

EVERYBODY is perfectly willing to admit nowadays that the farmer is an extremely prosperous individual, and that he frequently buys quality goods. One of the large automobile tire concerns has recently waked up to the fact that its biggest market is among those who drive cars on dirt roads instead of asphalt and macadam. The farmer still buys parlor organs, it is true, but there is a constantly increasing proportion of pianos with very high-class names coming down from the junction on the local freight. Everybody admits that—and yet there is a goodly number of manufacturers who hesitate to tackle the small-town field on the ground that the "small-town dealer isn't enterprising enough to push nationally advertised goods."

In the interests of good advertising it seems worth while to nail that superstition that the small-town dealer is any worse—or any better, for that matter—than his large town kinsman. He will push nationally advertised goods if he is given any very good reason for doing so. Or he will quite consistently neglect to push them, according as their sponsors treat him.

S. D. Rider, vice-president of the South Bend Watch Company, South Bend, Ind., quotes the following letter from a small-town dealer as a sample of the co-operation his concern is getting from dealers in what might be called strictly small-town and farm-paper territory:

Lott, Texas, August 11, 1913.
South Bend Watch Co.,
South Bend, Ind.

Gents: You wrote me some days ago and asked for information how it

was that I had sold 27 South Bend Watches out of a total of 37 sales.

It is now 30 out of 40.

The only reason I can give you is: Every time I can I put a South Bend on customers, and strange to say, in the last twelve months I have repaired only four South Bend Watches. One with a broken foot jewel, a few roller-jewels replaced, one balance staff slightly bent, and no main-springs broken. In fact, I have never had to repair many South Bend Watches. If it were not for other makes here, my repairs on watches would be rather slim. Some folks call me "Big Ben" and others "South Bend."

"Yours for a great harvest in South Bend Watches this fall.

"J. R. BRUNER."

"The record of the above jeweler," says Mr. Rider, "is as follows: His first order was placed October 25, 1911. During 1912 we received seven orders, three given to our salesman and four sent direct by mail. Up to August

KIND OF COPY PROVIDED THE RURAL DEALER

15, 1913, we received three orders by mail and two have been given to our salesman. The total volume of business during the first half of 1913 exceeds all of the business given to us previously.

"Our experience with Mr. Bruner is very similar to that of a great many other dealers in similar-sized towns."

That does not sound very much like a serious lack of dealer in-

The Good Business of Making Friends

We have a man in our office who has a very interesting job.

He receives letters from all over the world—thousands of them—and replies to every one; not with a mere printed form, but with a personal letter carefully thought out.

Some days he travels pretty much all over New York looking for the right answer to a single letter.

This man conducts our Readers' Service. Backed up by a dozen experts, he renders invaluable assistance in matters of the most varied and confidential nature. Problems of business, and of the home, selections of schools, investments—everything under the sun is included in this free service.

Perhaps this is more than mere publishing; an institution very likely. At any rate, it makes friends who stand by us, friends who believe in the advertising we offer to them.

With friends like these, we sell something more than the length of a list, although that dimension needs no apology.

The Readers' Service and its friends are the plus-value we give you with every line of

The World's Work Country Life in America The Garden Magazine

DOUBLEDAY, PAGE & CO.

Garden City, N. Y.

New York

Chicago

Boston

A Tribute To Confidence

During August The Chicago Daily News printed more advertising than the three other Chicago evening newspapers *combined*.

The Chicago Daily News has more than twice the *city* circulation of any other Chicago paper—morning or evening.

The Chicago Daily News

America's Greatest Advertising Medium

JOHN B. WOODWARD, Eastern Advertising Representative
709-710 Times Building, New York

terest in the proposition, and the dealer is really pleased to be called "Big Ben" or "South Bend."

Perhaps because the South Bend Watch Company was organized by the Studebakers, some of their experience in dealing with small-town men may have been inherited, but there is no reason why any manufacturer of quality goods cannot adopt the same

letters we receive from jewelers," he says, "have to do with the quality of the watch, and we believe that the work that we have done through the medium of farm papers has prepared the mind of the farmer so that he is willing to accept the word of the jeweler when the latter presents a South Bend watch for his inspection. At a later period he is thoroughly convinced that both the farm papers and the jeweler told the truth on account of the satisfaction that he derives from carrying one of our watches."

The South Bend method of handling the local dealer is to give him a portfolio of dealer helps—newspaper electros, form letters, folders, car cards, motion picture slides, etc.—upon his agreement to purchase a definite quantity of goods, or when he demonstrates his good faith by giving the company its due share of his watch business. The advertising helps are not devoted solely to the merits of South Bend watches. In fact, in most of the electros, only the cake of ice trade-mark appears, with the legend that the dealer is agent for the South Bend watch. This is in line with the quality advertising in the farm papers, and is intended to create

the impression that the dealer's store is a quality store. On all ads other than those dealing exclusively with South Bend watches the dealer pays the actual cost of the cut.

The portfolio also includes copy for a series of form letters, suitable for use at Christmas time and other seasons, and a sample folder, printed in two col-

What Time

Is It

—by this Watch?

Is it five minutes fast or five minutes slow, or exactly correct? Can you rely on it? Does it remind you of the watch you now carry?

Now see if you think you could rely on a watch that is made like this—

The South Bend Watch is six months in the making, the cutting, finishing and assembling of the parts. 411 inspections are given these operations. More than 60 men work on each watch.

When the watch is assembled it is run in a test of 700 hours. We keep a watch sometimes six months longer than it spends in the making to make it attain our standard. Some "South Bends" stay a year in the factory. But when they come out they are right.

That's why "South Bend" jewelers can so easily regulate South Bend Watches to your personality. It is this personal regulation that makes good watches keep perfect time. It's the *lack* of it that prevents others, even good watches, from doing it.

Buy a watch of one of these men. Let him "fit" you with a South Bend Watch.

You'll have a watch to rely on, a watch that will keep correct time for years.



Write for Free Book

Our book, "How Good Watches Are Made," tells all about watches—things you should know. Just say on a post card, "Send me your book."

THE SOUTH BEND WATCH COMPANY
2 Superior Street, South Bend, Indiana

"South Bend"
WATCH

©1910

GRAPHIC FARM PAPER COPY

methods with similar chances of success.

Mr. Rider says that the steady increase in the company's business from territory covered by the farm papers shows that he is right in basing his small-town campaign upon that medium, and in consistently advertising the quality of the product rather than the price. "Practically all of the

ors, which is furnished to dealers or mailed direct to lists of names furnished the company. The dealer is given an approximation of the cost of the various pieces of advertising, including some good advice as to the percentage of his gross business which should be spent for advertising. A chart shows in graphic form just how the farm paper advertising helps him, and how he can cash in on it by making use of the co-operation offered.

A novel suggestion is made that the dealer use the window in his front door for display purposes. The company furnishes a miniature of its factory in cut-out form, which can be illuminated at night. The dealer places a shelf on the inside of his door, places the cut-out on it, and runs a cord from the nearest lamp socket.

Those are the outward and visible factors in the campaign. But perhaps as potent a factor as any is the subtle compliment, expressed in the farm paper copy, that South Bend Watches are sold by "15,083 Expert Jewelers." Linking up the dealer with copy like that certainly doesn't hurt his feelings.

Philadelphia Has Eyes on South

Last week the Philadelphia Trade Expansion Committee, through its chairman, Calvin M. Smythe, authorized a committee of five to complete arrangements for another trade expansion trip through the South. More than thirty business men who participated in last year's trade expansion excursion through Virginia and North Carolina, were present at the meeting of the commit-

tee and urged that the advantages of that expedition be followed by another trade boosting trip to penetrate states further south.

A tentative itinerary will be prepared for visits to fourteen cities and towns in six states. Changes may be made in the programme, but it is generally agreed that the excursion this year will cover a larger territory than any of the four preceding ones.

The proposed expansion excursion will leave Philadelphia on October 20 and the following cities will be visited: Newbern and Wilmington, N. C.; Florence, Sumpter and Columbia, S. C.; Augusta, Macon and Atlanta, Ga.; Birmingham, Ala.; Chattanooga, Knoxville and Bristol, Tenn.; Roanoke and Staunton, Va.

Standard Basket in Jersey Hereafter

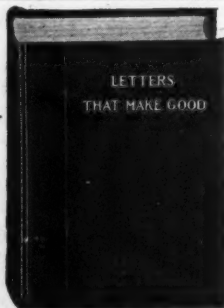
A standard basket law goes into effect in New Jersey on November 1 and weights and measure officials of that state are preparing to enforce it.

Under the new law all baskets must be of two, four, eight, sixteen, twenty or thirty-two quarts in capacity, excepting in the sale of small fruits. In the case of fruits, baskets of pint and quart capacity are allowed.

It is said that all of the basket manufacturers of New Jersey have already notified State Superintendent of Weights and Measures Waldron of their intention to stop making baskets not conforming to the new regulations.

Forgan Addresses Chicago Club

David R. Forgan, president of the City National Bank, Chicago, addressed the Advertising Association of Chicago at its Thursday noon luncheon last week on the subject "Money." Mr. Forgan pointed out the causes of panics and other financial hurries, claiming that the idea that it was to the advantage of banks to bring about a "tight" money market was entirely wrong. He pointed out that banks made much more profit when there was a healthy demand for money to be invested in various lines of business.



Get This Big New Book

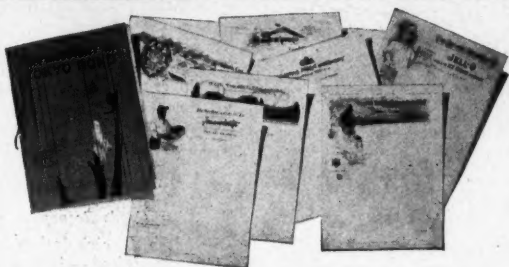
Edited by George W. Poole, Jonathan John Buzzell, George French and George W. Coleman.

Seven chapters by leading advertising experts. 306 of the best letters ever used by over 100 successful advertisers. 50 pages records and analyses. Greatest work on letter writing yet published.

306 letter headings in colors. This is not a one-man book. Over 100 advertising men have helped to compile it.

500 pages 8½ x 10½ inches. Every page full of facts and ideas of great value to business men. Sent prepaid for \$5.00. Money back if not satisfied.

American Business Book Company
251 So. Causeway St., Boston, Mass., U.S.A.



What! A Picture on My Business Letterhead?

YES. And all the aristocratic look that crisp, luxurious, cockly-surfaced *bond paper* will add.

Halftones in black or colors—handsome *art pictures*, parchmentesque insurance policies, stocks, bonds—all these and other forms of commercial printing are made possible by this wonderful new paper discovery—*Tokyo Bond!*

See for yourself a *whole book* printed in multi-colored halftones on crisp Tokyo Bond paper.

"THE DISCOVERY OF TOKYO BOND"

is such a book. It tells how Tokyo Bond's light weight *saves half* of what your catalog or booklet postage would be with coated paper.

Tells *why* Tokyo Bond will print on swiftest presses and never wrinkle, buckle, warp, or run into V-shaped creases. How it lowers the printer's estimate through freedom from delays.

All because Tokyo Bond is built "*flat*"—a process that marks a new era in paper making.

Learn details of our offer to let you test the new Tokyo Bond at our expense. Write for "The Discovery of Tokyo Bond" and our Test Offer today.

CROCKER-McELWAIN CO., 126 Cabot St., Holyoke, Mass.

TOKYO BOND

LOOK FOR THIS  WATER MARK

Lampooning Advertisers in Reading Columns

THE SHREDDED WHEAT COMPANY
NIAGARA FALLS, N. Y., Sept. 16, 1918.
Editor of PRINTERS' INK:

A friend of mine has called my attention to some references to Shredded Wheat advertising and to myself in Dr. Wiley's article in the September number of *Good Housekeeping* under the caption, "False Ads and Lying Titles."

Of course, it is true that many persons who have heard Dr. Wiley on the platform refuse to take the doctor seriously and insist upon regarding him as a humorist. With them I have no controversy. It is also true that Dr. Wiley is friendly to Shredded Wheat—although he takes exception to a sentence in one of our old ads of the vintage of 1907, which reads as follows: "Contains all the rich, body-building material in the whole wheat grain—not merely the white flour, which is mostly starch."

Dr. Wiley agrees with the first statement in this sentence, but dissents—humorously, as usual—from the latter. As a matter of fact, the endosperm, or floury kernel, coming next to the inner skin of the wheat grain (out of which white flour is made), consists of starchy granules which are caught, as it were, in the minute meshes of a network of gluten. It is therefore true that the white flour center of the wheat grain is mostly starch; but that doesn't mean that it has no food value.

But this is not the phase of the controversy in which advertisers and advertising men are interested. In my Baltimore speech, which Dr. Wiley criticizes, I challenged the propriety of accepting advertising from a firm and then hiring editors to bring that firm's product under suspicion. Is there anything reprehensible or unreasonable in demanding common honesty and elemental standards of decency on the part of publishers? You cannot justify by any system of editorial hocus-pocus the practice of accepting advertising from national advertisers and then employing editors and contributors to injure their business? My contention is that publishers should exercise great care in the admission of advertising, but having accepted an advertisement they should not admit articles which are calculated to injure or discredit the commodity advertised. To accept advertising from a manufacturing concern and then pay the money of the advertiser to editors to lampoon the advertisers is yellow journalism of the yellowest type.

The good doctor does not agree with me. In one portion of his article he contends there should be no connection between the editorial department and the advertising pages. In another portion he leads us to infer that all advertising should be under the control and censorship of the editorial department.

Which "Doctor Wiley" are we to believe? I wonder how many national advertisers will agree with my position in this matter? It would be interesting to hear from them in PRINTERS' INK.

TRUMAN A. DE WEESE,
Director of Publicity.

How a Journal Gets Quality Circulation

A Slow, Costly Process—No Paper That Has 100 Per Cent Efficiency in Covering Its Field—Methods of Promotion—Address at Convention of the Federation of Trade Press Associations

By A. C. Pearson

Mgr., Dry Goods Economist, N. Y.

QUANTITY circulation cannot be solicited—it must be built. There is no way to send out clever circulation men or devise an attraction for business men who will thus constitute quality circulation. The way to build it is as slow as forming character. It is founded upon many things that must follow in sequence.

The first element in the character of a business paper is Editorial Efficiency. This is made up as follows:

(A) Positive truth-telling. (B) Full understanding of the problems of the subscriber. (C) Ingenuity and financial ability to obtain the necessary and difficult information and present it so attractively that the reader will learn to rely upon the paper implicitly.

The second requisite is Advertising Efficiency. This is made up as follows:

(A) Taking only responsible advertisers. (B) Making a study of their products, competition and distribution problems to find what products have advertising value, and those among them which are not worthy of enthusiastic pushing. (C) Co-operating with the advertiser in preparation of copy and full selling plans, in such a way that they will present their products attractively and cause the advertisements to become as interesting a part of the paper as the editorial matter.

The third is made up of the personal service departments which the subscriber may lean upon. In the use of these he will come to know that the paper in question

Increase the Percentage of Returns from Your Circular Letters

It is an indisputable fact that envelopes which look as if they contain circulars cause a waste of stationery, postage and time—as well as a loss of orders.

Business men and people in general—if they do not immediately throw such envelopes unopened into the waste basket—simply glance disinterestedly at the message they contain.

The sales-letter enclosed in an envelope that looks as if addressed on a typewriter can alone produce maximum results.

That is why the

BELKNAP ADDRESSING MACHINE

merits your investigation. Its addressing does not suggest addressing machine work—but the work of a typewriter.

This is because the stencils are typed in your own office, by your own stenographer on a regular typewriter.

Which also means that your lists are always kept strictly private—need never be sent outside your office to have stencils cut.

Compare the "exactly-like-typewriting" work of the BELKNAP with the work of the machine you are now using. Write us for samples.

Rapid Addressing Machine Co.

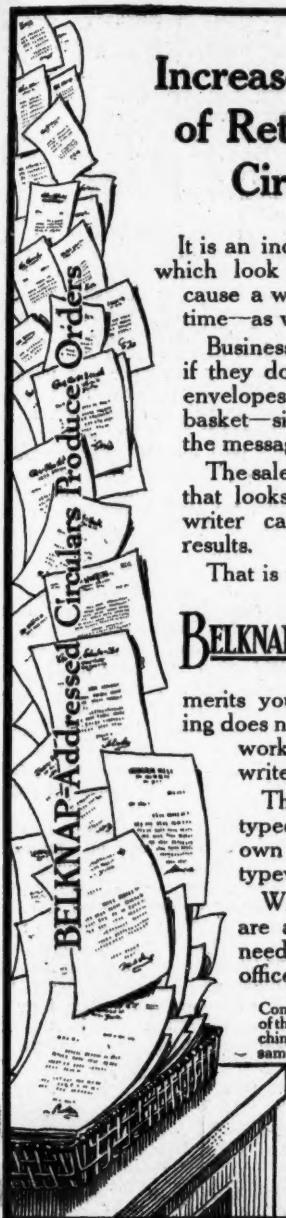
374 Broadway, New York

716 Chestnut Street
Philadelphia

610 Federal Street
Chicago

MEMO— A reminder to write to the RAPID ADDRESSING MACHINE CO.

374 Broadway, New York.
for samples and descriptive
literature of BELKNAP AD-
DRESSING MACHINE work.



has absolute experts in all the different lines, and that they spare no expense in looking after the interests of their subscribers.

One trade-paper goes so far as to employ a specialist who plans the store arrangement for the merchant, another specialist to correct accounting systems and even maintains a school for training the merchant's employees in the subjects of window trimming, advertising, and salesmanship.

The fourth factor is the contact with the subscriber in his own place of business. To secure the highest quality of circulation efficiency it is necessary to show the subscriber how to get the greatest value from the paper. It must be pointed out how it will help him in each department of his business, and just what personal services he may call for when he needs them. It costs twice as much to get subscriptions in this way as in any other, but the renewal cost is practically removed, and the influence that the paper has with its reader is increased manifold.

The fifth element is the enlisting in the fight for clean trade conditions and fearlessly attacking abuses, either on the part of advertisers or subscribers. The actual demonstration of a bold stand for principle in the subscriber's behalf is the final step in bringing about real confidence.

While it is necessary to be constantly increasing the number of subscribers it is more important to increase the quality of the paper, its reputation and influence with its subscribers. If a paper could have 100 per cent efficiency with the five hundred largest department stores in America, the price of \$500 per page per issue would be very low. One hundred per cent is the impossible ideal, but advertising managers everywhere are beginning to investigate the standing of periodicals, and the leading paper in any line will hold that leadership more from quality than from quantity. One periodical recently raised its rates 30 per cent, and based this raise on increased quality rather than quantity.

Comparing circulation with an orchard: One farmer might have five thousand trees that were scrawny and unhealthy because they had received no attention, and another might have the same number of trees that had been cultivated, fertilized, watered, and sprayed. No man would buy the output of an orchard simply by the number of trees. He would also ascertain the size of the trees and the quality of the fruit.

I especially recommend to trade and class publishers if they wish to increase the quality of their publications that they look first to their editorial departments. That they introduce live features which have real human nature appeal, and that if they cannot get the money from any other source they will find it more profitable to themselves and their advertisers if they take some of the money from the subscription department and put it into the editorial department.

I also recommend that they set aside a certain percentage of their profits to go back into the properties in building quality. This is a most profitable investment, as it will later be returned in higher rates for advertising and increased dividends.

It is needless to say that publishers of a quality periodical cannot permit write-ups or "puffs" and must see to it that the paper is published entirely in the interest of the subscribers.

There must also be continued advancement in the policy and outlook of a quality paper, as the careful reading of such a paper brings about the education of its subscribers to ever-increasing demands. Unless a publisher is willing to climb continually the hill of progress he should avoid the critical audience which is attracted by a quality periodical.

Brooks Joins Special Agency

James M. Brooks, advertising manager of the *Evening Telegraph*, Philadelphia, has resigned to enter the special agency field with the firm Hasbrook & Story, of Chicago and New York. Hereafter, the firm name will be Hasbrook, Story & Brooks.

Short Cuts to Advertising Results

Making it easy to buy is perhaps the greatest problem of most advertisers. Suppose you could get 75% to 95% distribution for your goods in your weakest zone—the rest would be easy, wouldn't it?

Suppose you could get that distribution almost "overnight", what then?

"Short Cuts to Advertising Results" tells about several concerns which have accomplished this very thing.

Where shall we send *your* copy?

RUTHRAUFF & RYAN

Advertising

450 Fourth Avenue

NEW YORK CITY

Conditions in Southern California Spell

PROSPERITY

Crops promise to be bigger than in the past, and the income from them will be large. There is no product of this section that will be a disappointment. Money is here and plentiful, and we can get it for you.

Our people live close to nature and believe in the big out-of-doors and everything relating to it. That is why they are more responsive to outdoor advertising than any other medium. They are friends of ours and respond to our persistent, convincing reminders of you and your goods.

Every dollar spent here through THOS. H. B. VARNEY has greater selling power than all other publicity methods combined.

TRY
THE

Thos. H. B. Varney.

WAY

LOS ANGELES, CAL.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, SEPTEMBER 25, 1913

Credit Where Credit Is Due An influential New York advertising man, the special agent for a group of big newspapers, told PRINTERS' INK the other day that since he had begun giving due credit to other forms of advertising in advising his clients, that he enjoyed their confidence to a much greater extent than he had in the past.

An equally broad-minded advertising manager for a large Brooklyn daily says: "You cannot reach Brooklyn's population of two million with one paper (meaning his)—use the other three as well."

A prominent magazine man tells prospective clients marketing products of limited distribution to take their appropriation to the newspapers, believing that it would be too expensive for such an advertiser to use national mediums.

And so it goes among the big, broad-minded men that set the pace in the industry. They have stopped that destructive "knocking" which in former years did more than anything else to hold

in check the progress of advertising—America's greatest gift to the commercial world.

Unfortunately, however, there are still a few of lesser mind who persist in this folly. There are newspaper men ever ready to knife the magazines, billboards or direct advertising should they see an opportunity to get away with it, and vice versa there are magazine men and billboard men just as eager for any chance to throw mud at the newspapers for no better reason than that the newspapers contribute nothing to their support.

Such tactics are boomerangs that must come back. They not only hurt the person who uses them, but, what is far worse, hurt the cause of advertising as a whole. The prospective advertiser after a visit to a group of such representatives may well ponder and hesitate, and finally decide to continue as he has in the past without advertising at all. Confidence is quickly put to rout by destructive arguments against any one branch of the industry.

There is room enough in this great field for all. Each phase has its special work to do, each fulfils its own mission. It is folly to try to make yourself and others think otherwise. The growing tendency of the broader minded to realize this and give credit where credit is due is most certainly a step in the right direction, and it is to be hoped that the stragglers will soon fall in line and boost advertising for advertising's sake, giving the facts in the case and leaving it for the advertiser to choose as to what is the logical way for him to market his product.

Real Dealer "It is absolutely essential
Co-operation for the true success of dealer literature that there must be a value behind it other than the worth of the literature itself," says Secretary Schaffner, of the establishment of Hart, Schaffner & Marx, in a recent issue of PRINTERS' INK. In other words dealer literature must be written

to give *real help* to the dealer, if it is to survive in the battle against the wastepaper basket, and accomplish the purpose expected of it.

The question which automatically injects itself here is, "What is literature that really helps the dealer?" Is it the kind that tries to make the dealer think that the manufacturer has tapped the well-spring of publicity and orders are going to pour in on him, so he had better stock up? Is it the kind that shows the dealer a few stereotyped electros advertising the manufacturer's own product which will be sent absolutely without cost, providing, of course, that the dealer will run them in his local paper? Is it the kind that shows him how to decorate his windows with material which the manufacturer will generously furnish, although he may neglect to mention that his name and trade-mark are put into every available corner? Is it the kind that gives the dealer the time-worn advice to "hitch our trade-mark to your store and make your business double overnight?" "No," says Mr. Schaffner, "dealer literature with us takes on other forms. It has to do with the general elevation and promotion of their business."

Hart, Schaffner & Marx believe that if they can make their dealers more successful they will be better and bigger customers, and so help them in a sincere and practical way that cannot help but win good will and produce the results hoped for.

A good insight into their methods is afforded in their recent book, "What do you know about your own business?" Here we find a handsomely printed sixteen-page book showing the dealer how to keep track of his stock, figure his profits and know just what he is doing. Only at the end is the name of Hart, Schaffner & Marx mentioned. No attempt is made to sell anything. It is evident at a glance that the work is a sincere and earnest attempt to help those whose success is theirs in a manner mutually profitable.

"We hear much to-day about efficiency," the book starts out, "in factories, in construction, in the routing of street cars, and in electricity. Now a movement has been started to make retail stores more efficient; to enable them first to be more profitable to their owners and then of greater service to the community." Then it goes on to tell how they can be made more profitable, even to a carefully thought-out form that might be used for keeping "a perpetual inventory,"—a form that would show at a glance all the details of a man's business every day, the trend of his business and other conditions so that any dealer armed with these facts could correct a condition of decreasing sales, lessening profits, increasing stock, etc.

But their idea of real co-operation does not stop there. After thoroughly "selling" their dealers on the idea of spending a few minutes each day to keep this perpetual inventory, and mentioning some concrete instances of where merchants who have done so have increased their business amazingly, they offer to supply a sufficient quantity of these sheets at actual cost together with binders for holding them.

According to Mr. Schaffner, over a year of investigation was spent before this perpetual inventory system was presented to the dealer. It is intensely practical, striking as it does at the very root of the dealer bugaboo: i. e., lack of knowledge regarding the systematic conduct of his business. Being of such a practical nature, and issued with an unselfish—at least a visibly unselfish—motive, this kind of co-operation finds a ready appreciation among the dealers. It is co-operation in its broadest sense. It shows the dealer how to solve his three great problems: Too big a stock in proportion to sales; Selling too large a part of purchases at clearance prices, without profit; Failure to show proper net profit at the end of the year. It has no axe to grind—nothing to sell; its sole and only mission is to help—that is why it is *real* dealer co-operation.

What Do Your Salesmen Think of Your Advertising?

How many advertisers are there who ever stop to consider how their advertising appeals to the men who are selling the product out on the firing line? Mighty few, we venture. Yet the endorsement of the selling force is well worth making an effort to secure. The advertisement that appeals to the salesman, that makes him proud to represent such a "live" concern, and really helps him sell more goods, wins his co-operation quicker than anything else, and with the sales force at his back there is no limit to where the advertising manager can carry the sales records.

Too many advertising managers take a high and lofty attitude toward suggestions or criticisms from the selling force. They seem to look upon them as Philistines, persons whose interests lie directly opposite to theirs, but this is not always so. One of the most successful advertisers in the national magazines to-day, a Cleveland office appliance concern, depends to no small extent on its sales force for practical stories of advertising successes which can be worked up into copy, and because of this attitude this advertising manager has the co-operation of every man on the force. A salesman is quick to perceive the selling value of an ad. He has the vital outsider's point of view, and if your copy wins his approval and has his endorsement it has passed the acid test of advertising.

Then too, advertising that is planned to help the salesman as well as the prospect—by that we mean the kind that actually develops inquiries for the salesmen to work on, and lifts the more or less kindergarten educational work from his shoulders—often helps the advertiser in unexpected ways. For instance, a Chicago sales manager found upon questioning a class of some twenty new salesmen that four of them were induced to leave their former positions and come with his organization for no other reason

that they wanted to connect with a concern that gave their men real advertising help, the kind of help that put a bunch of inquiries in their hands when they started out each morning and lifted the more or less kindergarten work connected with educating the prospect—work which can and should be done through advertising—from their shoulders.

Get your salesmen with you. Give them the kind of advertising that will secure their endorsement and win their co-operation, and you will be taking the line of least resistance to greater advertising results. Think it over.

The Origin of the Quota Idea

Who first thought of the quota idea? It is hard to say.

It was very simple—this idea of determining just what a salesman ought to be able to accomplish and setting him a definite task or mark. Really the scheme goes back to the days of master and slave, but the modern adaptations are refined; they appeal to the best side of men, and they have been wonderfully effective in a large number of organizations.

Most hardware concerns on seeing a description of a quota plan used by an insurance company would pass the article without reading it and probably ask the editor of the publication why he didn't publish "more stuff along the hardware line."

At least one hardware concern has adapted and adopted the quota plan with great advantage and succeeds in having its salesmen sell a definite number per month of such small goods as pocket-knives.

If you wait until you see plans in use by people in your own line, competitors, maybe, you are likely to be among the "also-rans"—a trailer rather than a leader.

Hyde Account Goes to Federal

A. G. Hyde & Sons, of New York, extensive advertisers of Heatherbloom petticoats and numerous textiles under the Hydegrade trade-mark, have placed their account with the Federal Agency.

All Eyes and Ears

The most difficult thing in advertising is securing the *interested, sympathetic attention* of prospective buyers.

Most people think in terms of "Oh, yes, I know all about that."

But *not* most *young* people!

Most young people have open minds free from all preconceptions and prejudices. Most young people have eager minds.

St. Nicholas is the magazine of eager, open-minded folks. The intelligent young people in the best American homes read St. Nicholas from cover to cover, forward and backward.

Now, it is easier to go through an open door than a closed one. You know that.

St. Nicholas is the open door for advertising direct to open-minded, eager-to-learn people.

The average age of St. Nicholas readers is 14. The average number of readers-per-copy is immense. Its influence is incalculable.

DON M. PARKER
Advertising Manager
Union Square, New York

Hatching a Campaign and Keeping It Quiet

Speare Confesses That He Misled the Boys on the Road, But Tells Why He Had to Do It—Devices Employed by Advertiser and Agent to Stop Up Any News About Impending New Copy

By Jack W. Speare

Adv. Mgr., G. W. Todd & Co. (Protectograph), Rochester, N. Y.

[**AUTHOR'S NOTE:**—To the magazine solicitors, agency representatives and other gentlemen of the craft who have called upon me during the past two months, this explanation is demanded. It happened that, for some reasons of company policy it was necessary to make a secret of the fact that we were contemplating a campaign of general publicity introducing our new model—its very existence being a factory secret for the past three or four years. To the boys whom I have had to mislead—a tip having gotten abroad—I extend my apologies. **PRINTERS' INK** has asked for a statement of my trials in endeavoring to keep this campaign quiet, so here it is.]

FOR three months or more I have been living a lie, hugging my guilty secret to my breast

and trying feverishly to hide it from a besieging host of hired sleuths and from the various magazines and agencies who camped outside my office door.

Oh, the plans they laid to entrap me! The fiendish ingenuity they displayed, worthy of Detective Burns himself, in their attempts to ensnare me into a third-degree confession of my crime!

But at last the agony is over. The truth is out. Our copy, feeble and emasculated though it be, is in this week's publications, where everybody may read that Speare is one grand little liar!

Here, then, is the blistering falsehood I have been reeling off, day by day, to my besiegers, until I even say it in my sleep. Listen—

"No, I don't know as yet just when we will be ready to start anything in the way of general publicity—next year, perhaps—depends on some little changes in our models now under way in the factory—don't expect to make any change in our agency arrangements (a gleam of truth here, for

it had already been made)—think your publication should be on every list; I read it religiously (by the way, is it a weekly or a bi-monthly?)—be sure to keep me on your mailing list—see me some time in 1914."

Now, in fact, I have been telling a story like that to the boys on the road since 1909, because it is really true that our factory has been working for several years on a new model Protectograph; and I have always known that when the time came to announce this new model we would have to do it overnight, in the quickest possible way—by the use of large space in weekly mediums of national circulation



G.W. Todd & Company
Protectograph
The Fastest Way
To Protect Checks

John Smith
THREE HUNDRED FIFTY TWO
Rochester, N. Y.

**The New
Protectograph
Check-Writer**

G. W. Todd & Co., Rochester, N. Y.
NOT OVER THIRTY DOLLARS \$308

THE NEW COPY THAT APPEARS THIS WEEK

that accept copy within a month of the publication date.

So I did not anticipate any particular trouble when the factory should finally complete its labors and bring forth the new-born. It had happened, though, several times in the past, that our experimental models had been inspected by outsiders, who liked them so much that they brought them out as their own, making quite a hit with them—rather rubbing it in, as you might say. So our factory decided that *this* time they would give no prowlers a chance, but would lock the doors and keep *this* perfected machine to be the exclusive property of G. W. Todd & Co., to have and to hold, and to enjoy for themselves any profits that might accrue therefrom.

That was the time, as the song says, when my troubles began. The new model must be kept a dead secret, and at the same time we must prepare an advertising campaign to be launched the day the factory gave the word to let go.

Getting out a complete campaign takes time, even for an established product. When you come to a brand-new specialty device, an unknown quantity, with no idea how it will appeal to the public, you have a tough problem. I did, anyway. And I had to keep anyone from knowing that a general publicity campaign was in preparation. Even my own assistants did not know what was going on.

With a new and unknown device to advertise, you must "run blind," as the pilots say. There are no lights to guide you, no danger signals to warn you away from the worst mistakes that lie in wait. Everybody concerned has a different idea of the points to emphasize, no two of the same mind on the various important details, no one *remains* of the same mind on any one detail for very long. Every decision has to be reconsidered almost before it is made, to meet new obstacles and conditions that arise every hour.

Photographs were made with a

Bulletin #1

MR. MANUFACTURER:

If you are interested in increasing your sales or getting proper distribution and co-operation in WASHINGTON, D. C., we can do the trick.

An unbiased specific report on your competing products without cost or obligation of any kind on your part before we take up the subject of localizing your advertising with proper co-operation.

Address at once, Advertising Manager,
THE EVENING STAR,
Washington, D. C.,

Western Rep'tative,
W. Y. Perry
First Nat'l. Bank Bldg.,
Chicago, Ill.

Eastern Rep'tative,
Dan A. Carroll,
Tribune Building,
New York, N. Y.

AD-TIP

No. 1 If you think newspaper advertising *might* pay, or if you *know* it pays, remember that Elizabeth, New Jersey, and its environs with a total population of 130,000 prosperous people is an ideal "zone."

Elizabeth has 21 Building and Loan Associations showing a permanent, thrifty and home-owning population. 15,000 people are employed in the Manufacturing Establishments receiving a weekly wage of \$200,000. The bank deposits are \$10,425,261.85. The Journal is published every evening and is 135 years old, is a clean home paper and refuses all objectionable advertising. Its management will co-operate with advertisers in local selling campaigns.

Any newspaper directory will tell you the one paper worth while in this field. Ask us about it.

Elizabeth Daily Journal

ELIZABETH, NEW JERSEY

F. R. NORTHRUP,
Special Representative
225 Fifth Ave., New York.
Advertising Bldg., Chicago, Ill.

"These 11,000 Rated Law Firms are Yours—



"Yes, sir, big buyers—you ought to reach them."

A part of the 25,000 law firms to whom we ourselves sold \$1,000,000 worth of books last year alone.

Approximately 36,000 readers as shown by canvass of subscribers. Rates \$36 a page.

Some back covers in two colors now open. November forms close October 10th.

CASE AND COMMENT

The Lawyer's Magazine Rochester, N.Y.

bodyguard outside the photographer's studio to intercept casual visitors and interlopers. One print was made from each negative, then the negatives destroyed. Every time a change was made in the model this performance had to be gone through with again. Then, when it came to preparing the photos for the engraver, it was thought necessary to fit up a retouching plant with air brush, etc., in our own laboratory, so the artists could do their work there and avoid a possible leak in sending it to an engraver's art room. Plates were not made until the last moment, and then only under a guard from our office.

Copy was sent to lithographers and printers with big holes left for insertion of pictures and price—which were not supplied until the last color form was ready for the press.

Then there was the matter of our own salesmen—500 of them scattered about the country—and not a mother's son of them could be notified of the price or the selling plan, lest in their enthusiasm they should go out and proclaim it "confidentially" to their customers before we were ready. I have on my desk now a signed order for this new machine, taken months ago by one of our Eastern salesmen who had never seen the machine, didn't know even what its name would be, signed by a purchaser who had no idea what the machine would be like, and with no stipulation as to price except that it should not be over a certain amount—which amount, by the way, was twice what we intend to ask for the machine.

SOLICITORS GET WISE

Also came the magazine solicitors, informed through that mysterious underground telegraph system whose code is known to all sellers of space, that there was going to be "something doing at Todd's." And these were by far the worst of all, by reason of superior intelligence and that bulldog tenacity to a prospective order that marks the successful solicitor. I couldn't shake them,

I couldn't dodge them, even by climbing to my office with a ladder. My assistants could have told them truthfully that there was nothing doing so far as they knew—but no, of course they had to have it direct from me. They had been listening to the same old story for four years, and now that they suspected there really was something doing at last, they just took me by the buttonhole and proceeded to tell me what happened to Mr. and Mrs. Ananias. And still I had to lie, even when they knew I was lying, and when they knew that I knew that—Oh, pshaw, or other words to the same effect!

And the agency representatives! Bringing tentative bits of copy they had prepared as proof that they knew all about what we needed, and who couldn't be dismissed summarily without confirming their suspicions. One of these was listening politely one day to my little tale when his eyes happened to fall upon Frank Little, of the George Batten Agency, who was calmly making notes from our prospect file in the advertising department. I happened to surprise a queer gleam in my caller's eye, turned and saw his gaze fastened upon Little, and I knew it was all off. "I happen to know Mr. Little by sight," said the agency representative, stiffly—and he stamped off down stairs, pausing only to remark that he didn't care to butt in on one of Batten's accounts, and that he had been accustomed, up to that time, to being treated like a gentleman, etc.

And so it went for three months. The Batten people had been warned that if anything leaked from their office the advertising would be cancelled. So all contracts were made "blind," which placed the magazine sleuths on their mettle to find out the name of the client. It happened that one publication, having reserved a certain position for us some time previously, received an order from Batten for the same position for an unknown client; and the gum-shoe men of that publication infested the Batten

The Chicago Record-Herald has the second *largest* circulation in the Chicago morning newspaper field—150,000 to 160,000 daily, with more than 200,000 Sunday, and it is one of the *first eight* morning newspapers in the United States with a circulation of 150,000 or more.

A statement of the circulation of The Chicago Record-Herald is printed day by day for the preceding month on the editorial page of every issue.

THE CHICAGO RECORD-HERALD

The Boys' Magazine

should merit your serious consideration when making up your new list.

Walter Camp

known to every boy and young man as America's greatest athletic authority, edits THE BOYS' MAGAZINE. Monthly editions are over 105,000.

Rate per line 50c, or 45c a line for ¼ page or more.

The Boys' Magazine Smethport, Pa.

JAS. A. BUCHANAN, *Western Representative*, 337 Marquette Bldg., Chicago, Ill.

All I ask is \$15,000 salary, p. a.

Naturally, this is only a part of what I am really worth. I earn my wages by doing things, doing them a little better than the other man and by always doing more than I get paid for.

Have managed one concern for nearly twelve years; made it the biggest of its kind in the country.

Looking for a larger field, I took the management of another possibility and made it known from one end of the country to another.

I want to earn more wages and therefore look for something bigger to develop. I am an able manager of men, organizer, hustler, advertiser, a man with good common sense, initiative plus, push, energy, ability, a good salesman and considered a find as a buyer.

I am forty-four years of age and married. My references are as gilt-edged as my character. Write "D. P.," Box 96, care PRINTERS' INK.

and Todd offices alternately for quite some time. Another young man representing a good publication reported to his chief that "Todd's do not know when they will be with us again"—and the chief happened not to study this report until some hours later, when an order for two pages for Todd had been received from Batten. That took a lot of explaining on both sides.

"Oh, what a tangled web we weave when first we practice to deceive!"—especially to deceive a lot of inquisitive white-space solicitors! With both hands on my heart I can firmly say, "Never again." In conclusion, you will ask, why not have taken the publishers into your confidence at the start, and thus enlist them to secrecy and make them your allies, instead of trying vainly to hoodwink them? For answer, I ask you, how did that little underground tip get into circulation? Everything that was said about the matter was said in confidence, and still it got noised around by the subway route. As to confidence, where a possible order for white space is in sight, I am afraid it is like the giraffe which the farmer saw at the circus—"There ain't no such animal."

Billposters Rule against Fake Ads

It is planned that fake advertising of all kinds will be turned down in the future by plants in Idaho, Oregon, Washington, California, Nevada and Arizona, the territory of the association, represented by twenty or more delegates in a recent session at Spokane, Wash.

The question of increasing and improving the service in small towns to bring it on a par with the larger cities will be put forth by the 200 members of the association.

The delegates decided to enforce strictly the advertising law against fake ads and the association has gone on record as absolutely forbidding plant owners in its membership accepting questionable advertising of any nature and copy of any kind that is responsible for fake sales. Objectionable medical advertising has been under the ban for some time and all posters of this kind will be barred.

Another important step taken to-day was the adoption of the steel "AA" frame or paneled board construction for all plants in the association. This construction is to replace the miscellaneous billboards objected to by civic improvement committees.

Sacramento Ad Men Select Headquarters

At their September 10 meeting the members of the Sacramento Ad Club voted to establish permanent headquarters at the Hotel Sacramento.

H. S. Maddox, of Woodland, was the principal speaker at the meeting. Among other things Mr. Maddox pointed out that during the next thirty days 2,500 people would visit California and it was up to the Sacramento valley to get its quota of the visitors to call. Maddox quoted statistics to show that four out of every five tourists visiting the state go to San Francisco and the other one doesn't come to Sacramento.

Fifty-four attended the meeting.

Steps Toward a Texas Fraudulent Ad Law

Richard Houghton, president of the Dallas Advertising Men's League, has announced that a committee has been appointed to look after the passing of a law in Texas against fraudulent and misleading advertising and that copies of the PRINTERS' INK Statute have been sent to the proper parties.

"We have not progressed sufficiently at this time," says Mr. Houghton, "to indicate just with what success we are going to meet, but you may be assured we are going to push this all we can, and believe eventually we will be successful in having such a law passed."

Cut Sheet as House Paper

Revillon Frères, the fur people, have provided the trade with a newspaper cut sheet in the form of a large four-page paper styled *Revillon Fur News*. It contains the newspaper cuts furnished without charge to Revillon dealers, sample advertisements of various sizes and several articles on the subject of the house, furs for men, deceptions in furs and the fur supply of the future, from which local advertisers may draw additional facts and suggestions.

Chapman Joins Drug Paper

Bertrand L. Chapman, formerly assistant advertising manager and circulation manager of *Everybody's Magazine* and later publisher of the *New England Magazine*, has just resigned the classified advertising managership of the *New York Times* to become business manager of D. O. Haynes & Co., publishers of *Pharmaceutical Era* and the *Soda Fountain*.

Willoughby, Flint & Walling's Advertising Manager

Thomas F. Willoughby, who has been connected with the advertising department of the International Harvester Company for some time, has been made advertising manager of Flint & Walling, manufacturers of pumps, windmills, etc., of Kendallville, Ind.



Business is Exceptionally Good on the Pacific Coast

Are You Getting Your Share?

The farmers and fruit growers of California alone will have a BILLION dollar crop this year—the rest of this great empire is equally as prosperous.

Don't HOPE you will create customers among them by using a 3000 mile perspective; put it up to those who know how.

On the Pacific Coast It's Cooper

Make a separate appropriation for all Pacific Coast publications next time and we will prove our ability to get you better results.

You won't be the first—others are doing it gladly since we have showed them the way.

Correspondence invited

Cooper—San Francisco

Going through the advertising section of

PHYSICAL CULTURE

for October, we count 157 keyed advertisements. 131 of these 157 keyed advertisements are "repeats."

We are proud to be able to say that the healthy growth of PHYSICAL CULTURE'S advertising section is founded on keyed advertising, thereby indicating an unusual interest and confidence in the advertising pages among the readers, and a buying capacity of considerable dimensions.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

**September, 1913, Gains
495 Lines Over Best Previous September Number**

The Little Schoolmaster's Classroom

A CORRESPONDENT of the Schoolmaster writes, putting up an argument for every-week insertion of large copy, where publications are issued every week, as being the method which will produce the maximum efficiency, cost considered.

It is everybody's right to offer an opinion on a big subject like this, but unfortunately there are no definite facts to lead to a reliable conclusion. What might prove true in the case of one kind of product might not be true in the case of another. Strong cumulative effects have been built up with insertions of advertisements only once a month. One who argues that insertion once a week is absolutely essential to a successful campaign and that such advertising makes *more than double* the advertising impression of insertions every other week is merely offering his opinion, unless he happens to be in the mail-order business or some other kind where strength of advertisements can be gauged with reasonable accuracy. There is some point, when an advertiser starts out to increase space and frequency of insertion, when he strikes the law of diminishing returns, when his gain drops proportionately. No bureau of advertising research has yet deduced a rule that is worth anything on this problem. At present each business is a law unto itself, and unless one has the conditions and experiences of that business down pat, he can only offer an opinion as to the relative merits of big copy in every week and big copy in every other issue.

* * *

An advertising manager with the habit of always trying to get to the bottom of things has been studying the matter of advertising design. His investigation suggests that it is important for an advertiser to look over other fields, searching them for such helpful suggestions as they may be able to give. Writing to the

Schoolmaster, he says: "In order to gain something that might help me to a correct understanding of the principles of design and proportion, I have read books on architecture, pictures and other forms of pictorial or decorative art. While my gleanings have not been large quantitatively, they have yielded valuable suggestions."

* * *

"We have a rule that if a workman looks up at the camera he will be painted out of the picture," says Edwin A. Walton, advertising manager of the Timken-Detroit Axle Company and the Timken Roller Bearing Company, and he adds, "it works like a charm." Advertisers who despair of ever getting factory views which do not look as if they had been posed in a studio may find the rule useful. It can be applied to all sorts of outdoor photographs as well, and ought to result in a higher percentage of illustrations which are really convincing.

* * *

The owner of an automobile dropped a line to the Stevens-Duryea Company, and received the following letter, with the name and address of the inquirer filled in at the top:

Dear Sir:

Trudging along the street comes a sturdy little fellow whistling "In the Good Old Summer Time"—and while you feel an aversion toward that time-worn melody—yet it awakens within you a feeling of unrest.

You have the fever, that elevation of temperature which is so prevalent at this time of the year and is characterized by symptoms of ill case—a burning desire for unlimited freedom—an appetite for hours of relaxation where you can lay aside all cares and regard for formalities and feel that you are living again in an intimate relation to nature.

And so the acute stage passes into the chronic and you long for woods and rivers—for the rushing mountain torrents—for parks and shady roadways—for fields and level stretches where you can smell the fresh-turned earth or the blossoms and wild flowers.

This is only nature's way of mani-

festing its wonderful workings. It is the same and never-failing method which holds good in all forms of life. You, just as much as the plants and vegetable life, need sunlight and exposure which, in the latter, is necessary to convert the dormant chlorophyll into the life-giving element of the plant and to bring about that green color indicative of its vitality. To you sunlight and open air mean an increase in your bodily strength and vigor—restored and renewed tissue cells—activated red blood cells—and a consequent glow in your cheeks. And if there are any little folks, how much more will it mean to them!

The call of the road is upon you and you can't get away from it. Nothing will suffice now but an automobile and that you must get. But don't forget that there are certain inherent characteristics of the car you purchase which may serve as a continued source of delight, or which may cause recollections of the unlucky day when you came into possession of it.

"Forewarned is forearmed." Get on the sunny side—get in line with the cheerful and satisfied crowd—the crowd who have every day use of their car and who pay for gasoline and not for repair bills. In other words, hook up with a Stevens-Duryea.

"Now, then," says this PRINTERS' INK reader, after finding particular fault with "dormant chlorophyll"—used in the fourth paragraph of the letter—"what's

Advertising in
THE
Atlanta Journal
Sells the Goods

Any Atlanta merchant will frankly furnish facts in response to a courteous request.

Daily 57,509
Sunday, 67,581
Semi-Weekly, 102,447

Nearly all of this is home-delivered-subscriber circulation.

JOHN M. BRANHAM CO.
Chicago Representatives New York
The Journal covers Dixie like the dew.

WE HAVE MADE
Animated Window Displays

Costing from \$1.25 each to
\$1,000 apiece for these customers

American Bank Note Co.
Auto Strop Safety Razor Co.
Barber Asphalt Paving Co.
Bell Telephone Co. of Mo.
Colgate & Co.
C. & P. Telephone Co. of Baltimore
Durham Duplex Razor Co.
Robt. H. Ingersoll & Bro.
Menger, E. H., Co., of Rio, Brazil
Miller Advertising Co., Ltd., Sydney
Mullen Real Estate Co., Buffalo.

New York Central Lines
New York Telephone Co.
Otis Elevator Co.
Peninsular Chemical Co., Detroit
Raymond & Whitcomb Co.
Remington Typewriter Co.
Santa Fe Railroad
Sargent & Co.
Southern New England Tel. Co.
Wells Fargo & Co Express
Yale & Towne Mfg. Co.

Our displays fit your policy, your product, and your pocketbook

Just Telephone or Write



30 CHURCH STREET

NEW YORK

I'm Looking For My Niche

It exists in the advertising department of some manufacturer.

It is an ordinary niche, if you will—the kind that requires the same application of every-day efficiency that marks the conduct of all departments in the successful concern.

I've been in training for this ultimate job for nine years. At present I am assistant advertising manager in the largest concern of its kind in the country.

For five years previous I had charge of the advertising for the leading house in another line and left voluntarily when I outgrew the job.

I am not a man of striking personality—neither am I a genius.

Mine is rather the sort that wears well, that generates trust, that "makes good" thru competent, loyal, intelligent service.

References and specimens of my work can be furnished. Address, E. R. S., Box 96, care Printers' Ink.

the answer to all this? Why is a Stevens-Duryea better than my Marmon? I tried to find out, but with this result."

Of course, "dormant chlorophyl" is going the limit, and the blue pencil seems to be needed here and in another spot or two, but is the letter altogether a bad job? It doesn't strike this writer so.

The world, first of all, is divided into two classes so far as automobile manufacturers are concerned—those who own machines and those who don't own them but are likely to buy some day.

The man who hasn't bought yet, but has the germ in his blood, is planning to buy next year or the year after, when a few pressing matters have been fixed up, is susceptible to this "out-of-doors" appeal. Unless he is by occupation or temperament mechanically inclined, he is not likely in the early stages to be much impressed by advertisements and letters that deal altogether with the technical side of the automobile. Consequently, it seems plausible that the Stevens-Duryea people are on the right track with one class of people. Their catalogue will give the most important details as to the machine itself.

Of course, if an inquiry gives any hint that the writer is already an automobile owner, the general argument as to the joys of auto-owning is out of place.

* * *

"Fool-proof"—'tis a graphic double word, but did you ever see it in a letter addressed to yourself. The Schoolmaster did the other day in a letter that he received as a private citizen out of the classroom, and it seemed rather odd to have the advertiser say, in effect, that he had so built his machine that the fool reading the letter couldn't go astray. Some people wouldn't mind it—would see the humor—but others might not see the fun.

* * *

Mr. Business Manager of the magazine or newspaper, it may seem a clever thing to you to get

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average
Circulation **125,667**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

the names of the various officers of large concerns and send them all letters, circulars, etc., but did you ever figure out what the effect is when these various officers merely refer the solicitations to the advertising manager and the advertising manager sees that you are going over his head?

* * *

A concern that employs a very large force of salesmen has for years been much concerned over the depleting of its ranks. The change per month is about 10 per cent of the total of the number of salesmen employed. The result is that the finding and coaching of new men calls for an almost endless amount of labor. Though exact figures are not obtainable, the chief executive of the company thinks it probable that each change of salesmen entails a business loss of \$250 to \$500. The retiring member of the sales staff carries off a real asset of the company in the acquaintanceship he made with new customers—something that his successor cannot pick up perfectly in every instance.

This company lost salesmen because they failed to make good, because they drank, were dishonest or became discouraged. Superintendence by managers of good reputation, conventions, sales schools, sales courses, have all failed to check the depletion and the percentage of failures to any great extent.

Almost at his wits' ends on this great problem—a problem, by the way, that every employer of large numbers of salesmen is confronting—the chief executive has recently sent around to his various offices a thorough analyst and systematizer. This man is not an "outside expert," either, but an inside efficiency man, one who has studied the problems of the business at the very heart of it for a number of years.

This "find-out" man has put in a very interesting report after a study of conditions that carried him from the superintendent's methods of first locating new candidates down to the home lives of the successful salesmen. He

The Illustrated Family Magazine

Important Announcement

A 20-page Supplement Issued the Second Saturday of Each Month As a Part of the Saturday Editions of the Leading Newspapers in

OHIO—INDIANA—ILLINOIS

Other States Being Added

Forms for November close October 13.

This magazine circulates with newspapers in the following towns:

Ohio—Hamilton, Sidney, Xenia, Norwalk, Elyria, Urbana, Chillicothe, Alliance, Athens, Cambridge, Marion, Portsmouth, Tiffin, Newark, East Liverpool.

Illinois—Mattoon, La Salle, Galesburg, Canton, Paris, Freeport, Kankakee, Dixon, Kewanee, Quincy, Rock Island.

Indiana—Marion, Kokomo, Lafayette, Logansport, South Bend.

Total Circulation for November will exceed 160,000.

Rate, 60c per agate line.

For rate card and all other information, address

M. L. CHIZZOLA, Advertising Manager

The Illustrated Family Magazine
410-412 West Main Street, Louisville, Ky.



To Publishers

I'm the man that gets the business. Let us get better acquainted. It will mean money for us both. I know the advertising business—I have the experience. I know the agencies and the advertisers. I have a fully equipped office to handle your publication in a business like style. Write to me NOW. Best of references.

Address

"A. C." Publishers' Representative
607 Marquette Bldg. Chicago

I FIND FAULT FOR A DOLLAR

Your advertising "copy" or literature helpfully criticised. \$1.00 a piece. Suppose I increase its pulling power only 10 or 20 per cent, your dollar will have been well invested. Satisfaction or money back. Send as complete details as possible about your plans and business policy. I write and PRINT any kind of advertising. Ask prices. 10 years advertising experience; one year Chief of Adv. Copy Department, Washington Times, (D.C.); one year Manager of Trade-Aid Department, Evening Telegraph, (Phila.); three years large mail order house; five years general advertising.

MILT. BITTER

45 Channing Street Washington, D. C.

IF You Have Anything To Do With Printed Matter

write me on your letterhead as follows: "Send me postpaid, one sample each of the Printing Art Magazine and the Printing Art Suggestion Book. There will be absolutely no charge for these samples. Within two days of receipt thereof I will either send you \$3.50 (which covers a full year's subscription to both magazines), or I will notify you that I do not wish to subscribe."

These periodicals are a necessary part of the equipment of all men who prepare or place advertising. Examine them at my expense.

E. N. DUNBAR, 18 Rowena St., Boston, Mass.

Some St. Louis firm

needs a young copy-writer or advertising assistant. My copy has produced inquiries, orders—RESULTS—Am making good with \$2,000,000 firm but, seek St. Louis position at \$75 per month. Am 21, single. Address, "C," Box 97, PRINTERS' INK.

Dictate your reply NOW

does not pretend to have solved this big problem in its entirety, but he feels sure that conditions will be greatly improved by close regard for a few fundamental things.

First of all, he finds that superintendents of districts have relied too much on the highways and hedges for candidates—that rarely has a good salesman been found in the body of men out of work and who reply to advertisements for salesmen. Too many are drifters, ne'er-do-wells, boozers, etc. It is strictly up to the superintendent, says the efficiency man, to locate men who are already successful in what they are doing and for whom a job in the big sales organization would be an advancement; he lays special stress on the latter point, believing it folly to employ a man to whom the sales position would be a come-down. He finds that the successful men have all had a strong motive of some kind to succeed in sales work. In some cases that motive has been mere love of money; in other cases it has been love for a wife and a keen desire to furnish her every comfort. But the efficiency man feels that his most important discovery is that a very large proportion of all successful salesmen in his company's employ had previously served in some capacity where they had to deal with the public. That might have been collecting fares on a street-car, selling tickets at a ball-ground, delivering mail, but whatever it was the man had profited by contact with the public, and knew how to approach and deal with people more confidently. It might be argued, says the efficiency man, that inasmuch as good finds are continually being made among men who have never had experience in dealing with the public, it was the large company's business to give likely-looking candidates of all kinds a fair chance. But, asks he, is it fair to do such experimenting when cold experience shows that the fellows with experience in handling people succeed to a very much greater extent, taking the percentages as they are?

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. No advertisement can exceed 28 lines. Cash must accompany order. Forms close Thursday.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y.
General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

Newspaper Classified

Carefully placed at publishers' lowest rates. Proof of insertion guaranteed or your money back. Write for select lists or send your list and ad for quotation. Agencies not handling Classified should write for our proposition. Bulletin "Advantageous Advertising" free on request.

Classified Dept.

THE ARKENBERG-MACHEN CO.

233-5 Nasby Building Toledo, Ohio

We offer an Advertising Service that serves as conscientiously, as though entirely controlled by you. A service that studies with you, plans and works with you, 52 weeks 365 days—through each year. Write on letterhead for Portfolio of Proofs.

HELEN-BARNHAM, Essex Bldg., Newark, N. J.

HB

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

ST. PETERSBURG (Fla.) *Eve. Independent*—only newspaper in the world that gives away its entire circulation free every day in the year the sun does not shine upon its office. Clean, live, up-to-date. Intelligent and prosperous readers. Advertisers get results. Weekly Edition Thurs.

ARTISTS

AD. AGENCIES, PRINTERS

or others who occasionally require the services of a sketch artist to make layouts, hand lettering, etc., should address **FRANK M. INGALLS**, 1121 S. Villa St., Morris Park, L. I., N. Y.

BUSINESS OPPORTUNITIES

A WISK man buys on a falling market. We have several good publishing propositions at attractive prices—from \$5,000 up—with easy terms to responsible men. **HARRIS-DIBBLE CO.**, 71 West 23d Street, New York City.

CAPITAL WANTED

Foreign Advertising Agency, well known throughout the United States, wants additional capital or partner with from \$10,000 to \$25,000 to extend its business. Investigation solicited. Address, Box F-196, care of Printers' Ink.

COPY WRITERS

The Irish Gentleman from Milwaukee has the Floor!

(William Clancy's remarks follow)

Gentlemen: Folders, form letters and house organ copy with power, punch, pull, is the sort I write. My Waterman moves with a swish like that of the swingin' shillalah; it has the dynamic force of gunpowder; it is a polisher and buffer of brass tacks and a tire grip chain that makes skidding impossible on the open road to busier business. John H. Patterson was thinking of this pen of mine when he developed the cash register. Think of that wistful-eyed stenographer of yours now and challenge me to send you samples of my work. Small agencies will be interested also. I'm in Milwaukee at Suite 9, Metropolitan Building.

COIN CARDS

WINTHROP COIN CARDS. Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. **THE WINTHROP PRESS** (Dept. C.), General Printers and Binders, 141 E. 25th St., New York.

FOR SALE

Printing Establishment

including 28 x 42 Hoe stop cyl. press. Easy terms. **MELNIKER**, 886 Newark Avenue, Jersey City, N. J.

HELP WANTED

WANTED—Young man thoroughly familiar with trade paper subscription work, to take charge of the circulation department of a leading trade paper. Applicant should state experience, references and salary expected. Box 192-F, care of Printers' Ink.

ADVERTISING MAN WANTED

By a leading export publication, thoroughly experienced and competent advertising solicitor. Familiarity with export markets, particularly those of South America, is desirable. Please state age, present or last employment, volume of business handled and other important particulars. The best references as to standing and past accomplishments will be required.

Applications will be treated in strict confidence.

Address **ADVERTISER**,
Box 803, New York.

LETTER SPECIALISTS

LETTERS, booklets, etc., that bring results—that's the kind I write. Forceful, effective work. Low Rates. Send requirements. **AD. WIDDER**, 151 Broadway, Brooklyn, N. Y.

MAILING LISTS

SAVE MONEY by purchasing guaranteed up-to-date mailing lists of every description at one-tenth usual cost. Catalogue free. **NATIONAL TRADE DIRECTORY PUBLISHERS**, 1000 N. Grand, St. Louis, Dept. A-4.

MISCELLANEOUS

Advertising Chewing Gum

Makes fetching little ad—novel—your ad on every stick. Gum the finest, guaranteed under Pure Food Act. We manufacture all flavors. Salesmen get "in" quick with this ad—gift. Just the thing for conventions, etc. Write today for samples and prices. **HELMET GUM FACTORY**, "Ad Dept.," Cincinnati.

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.25, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 12 W. 31st St., New York City.

POSITIONS WANTED

YOUNG MAN, 28, with four years' agency experience, seeks position in advertising department of large concern or with growing agency. Present position holds no opportunity for advancement. Box E-182, care Printers' Ink

I HAVE practical knowledge of typography and engraving and printing methods; I. C. S. student; anything with a future; 22; 6 years' general newspaper experience on daily papers. Box 13, Muscatine, Iowa.

MANAGER, Estimator, Printer, Cost Man, 35, wishes position with live concern doing first-class catalog and other work. 20 years' experience. Smith, 105 Vista Place, Mt. Vernon, N. Y. Address, Box 196-F, care of Printers' Ink.

BIG HELP TO ADVERTISING MANAGER

Let me shoulder details. Now writing successful copy. Have youth, experience and ambition to back up dynamic energy. Want New York City opening. Box F-194, care of Printers' Ink.

In present position as Solicitor

and Copywriter on large daily, have gotten business through salesmanship and held it by service. My work is satisfactory but I seek a bigger future in some Adv. Dept., Advertisers' Service Dept. or Agency. Able Correspondent. Age 22. Box F-189, Printers' Ink.

WANTED—POSITION by young lady in advertising office. Thoroughly experienced in stenographic and detail work, having practically had charge of advertising department with large firm for six years. Can furnish A-1 recommendation regarding executive ability and competence. New York preferred. Address, "COMPETENT," care of Mrs. C. H. Bernard, 550 West 144th St., New York City.

SUCCESSFUL AD MAN AND CORRESPONDENT of three years' experience is open Oct. 1 for new connection with manager or agency. Age 28. College education. Strongly recommended by present employers. Salary secondary to opportunity. Now near New York but will locate elsewhere for the right connection. May I call? Address Box E-178, care Printers' Ink.

Advertisements to the point

—like a rifle shot, with the force of hammer blows, that draw like a magnet—I can write this kind. A trained advertising man and chemist; best references. I desire a position as manager or writer. Box 197-F, care of Printers' Ink.

A Business Producer

I HAVE MADE GOOD on a most difficult (class) proposition. Want same opportunity on any publication that can give REAL VALUE to advertisers. Bona fide circulation, etc. 33 years old, married. Salary \$600 to begin. Nine years in my own business (publishing.) Highest references. Box 190-F, care of Printers' Ink.

A Manufacturer in or Near Boston

with an established trade and an aggressive advertising policy is the man I want to serve as advertising manager. Now planning and writing advertising of leading manufacturing concern. Experience includes three years' selling. Strong investigator, analyst and copy man. Factful and forceful executive. University training. Am 29 and married. Seek permanent connection with larger future. Interview desired. Address Box F-191, Printers' Ink.

AS ADVERTISING MANAGER

of a large corporation I have made a device nationally known in one year and have been instrumental in permanently establishing it as the leading office device. Have planned and executed sales-compelling publicity campaigns efficiently, economically and satisfactorily. Had fifteen years' previous experience as printing salesman, art director and advertising executive. My present contract will expire October first if I find another opportunity and greater possibilities with some progressive firm that seeks development. If you need me in your business, write me at once. It will prove the beginning of a larger business for you. FRANK L. BOUD, THE STENOTYPE COMPANY, Indianapolis, Indiana.

Somebody Needs This Young Ad Man

29, married; no bad habits; versatile; intelligent; past seven years pub. good country weekly. Wants position in adv. dept. of agency, publisher or manufacturer that will appreciate loyalty, hard work and use of brains to advance employer's interests. Had theoretical and practical training (including I. C. S. course) as writer and solicitor, and several years' experience as ad writer for various retail lines, including booklets and follow-ups. Work endorsed by leading adv. journals. Good at copy layouts and letters of the common-sense kind. An earnest, energetic man who reads and digests, who understands underlying principles of all kinds of advertising, but who does not "know-it-all." Salary not principal object—want broader field for my ability than country weekly offers. References. Samples. Somebody will find it worth while to give me chance to make good. Address DRAWER A, Delmar, Del.

I am Looking for a Position

as Secretary of a Commercial Club or manager of its Bureau of Publicity. To advertise a city means work for an experienced man. I believe I have the genius, enthusiasm and energy that will help put a hustling city on the map. My newspaper and advertising experience can be made a big asset to the city needing me. Few men can show stronger testimonials. No, I am not out of a job. If interested, ask questions. Address Box 188-F, care of Printers' Ink.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

RATE INFORMATION

STALKER'S UNIVERSAL RATE CARD saves time, trouble, error. Complete—compact. Desk or pocket—quick reference. Gives location, circulation, line, page, half, quarter, eighth page rates; discounts, closing dates, sizes. One for newspapers—one for magazines. Only rate data published quarterly. Tom Balmer orders eight. Write today for sample. H. H. Stalker Adv. Co., Toledo, Ohio.

18 Printers' Ink Binders to 1 Advertiser

for back copies

There will be no more excitement over a missing copy of **PRINTERS' INK** in one advertising department at least.

65c each—at cost
to us of manufacturing
and mailing

PRINTERS' INK PUB. CO.
12 W. 31st St., New York City

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

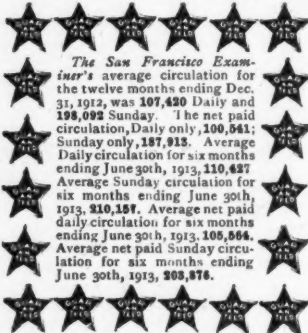
Birmingham, *Ledger*, dy. Average for 1912, 28,044. Best advertising medium in Alabama.

ARIZONA

Phoenix, *Gazette*. Average July, 1913, 6,385. daily. A. A. A. ex. regularly.

CALIFORNIA

Los Angeles, *Tribune*. D'y & S'y av. '12, 69,361. Largest morning circulation in Los Angeles.



The San Francisco Examiner's average circulation for the twelve months ending Dec. 31, 1912, was 107,420 Daily and 198,092 Sunday. The net paid circulation, Daily only, 100,641; Sunday only, 187,915. Average Daily circulation for six months ending June 30th, 1913, 110,437. Average Sunday circulation for six months ending June 30th, 1913, 210,157. Average net paid daily circulation for six months ending June 30th, 1913, 105,564. Average net paid Sunday circulation for six months ending June 30th, 1913, 203,876.

CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1911, 7,892; 1912, 8,124.

Meriden, *Morning Record*. Daily av.: 1910, 7,893; 1911, 8,085; 1912, 8,408.

New Haven, *Evening Register*, daily. Aver. for 1912 (sworn) 19,193 daily, 2c.; Sunday, 15,476, 5c.

New London, *Day*. Evening. Ave. circulation, Aug., 1912, 7,828. Double the number of all other local papers.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1912, Daily, 8,130; Sunday, 7,978.

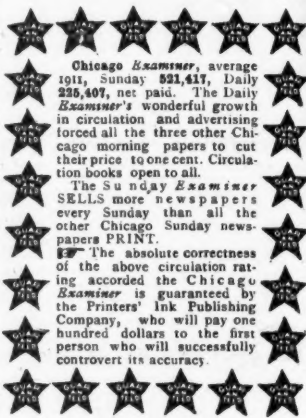
DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily, 1912, 63,604 (C.C.). Carrier delivery.

ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1912, 9,289.

Peoria, *Evening Star*. Circulation for 1912, Daily, 21,591; Sunday, 10,449.



Chicago Examiner, average 1911, Sunday 521,417, Daily 226,407, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

INDIANA

South Bend, *Tribune*. Sworn average August, 1913, 13,114. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*. Average 1912, daily, 8,875; Sunday, 10,864. "All paid in advance."

Des Moines, *Register & Leader—Evening Tribune*, 1st 6 mos. 1913, 56,871. Sunday *Register & Leader*, 40,423. 40% larger than any other Iowa paper. Supreme in want ad field.

Washington, *Eve. Journal*. Only daily in county. 1,975 subscribers. All good people.

Waterloo, *Evening Courier*, 16th year; Av. dy. 1912, 8,711. Waterloo pop., 29,000.

KENTUCKY

Louisville, *Courier-Journal*. Average 1912, daily, 28,066; Sunday, 49,151.

Louisville, *The Times*, evening daily, average for 1912 net paid 49,632.

LOUISIANA

New Orleans, *Item*, 6 mos. sworn st'ment U. S. P. O. d'y & Sun., Oct. '12, Mar. '12, net cir. 48,826.

MAINE

Augusta, *Kennebec Journal*, daily average 1912, 10,908. Largest and best cir. in Cent. Me. Bangor, *Commercial*. Average for 1912, daily 10,693.

Portland, *Evening Express*. Net average for 1912, daily 19,028. Sunday *Telegram*, 12,320.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1912—Sunday, 66,394; daily, 80,048. For August, 1913, 74,010 dy.; 66,968 Sun.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS



Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1912, 190,149.

Sunday

1912, 322,915.

Advertising Totals: 1912, 8,642,611 lines

Gain, 1911, 386,450 lines

1,724,621 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.

Boston, *Daily Post*. August circulation averages of *The Boston Post: Daily Post*, 431,281, *Sunday Post*, 316,177.

Lawrence, *Telegram*, evening, 1912, av. 8,986. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1910, 10,863; 1911, 16,987; 1912, 18,338. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1912, 19,198.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '12, 20,367. The "Home" paper. Larg'st ev'g circ.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1912, 83,463.

Jackson, *Patriot*, aver. 1st $\frac{1}{2}$ 1913, daily, 10,416; Sunday, 11,494. Quality circulation.

MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1912, 105,320.



Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1912, daily *Tribune*, 100,134; Sunday *Tribune*, 143,931.

MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1912, 133,483.

NEW JERSEY

Camden, *Daily Courier*. Daily average Oct. 1st, 1912 to Mar. 31, 1913, 10,935.

Camden, *Post-Telegram*. 10,900 daily average 1912. Camden's oldest daily.

Trenton, *Evening Times*. '08, 21,336: '20-'09, 19,062; '10, 19,338; '11, 20,115 '12—31,959.

NEW YORK

Albany, *Evening Journal*. Daily average for 1912, 18,158. It's the leading paper.



The Brooklyn *Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1912, 64,406.

Buffalo, *Courier*, morn. Ave., 1912, Sunday, 99,692; daily, 66,486; *Enquirer*, evening, 37,183.

Buffalo, *Evening News*. Daily average, six months, 1913, 103,007.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1912, 6,739.

Schenectady, *Gazette*, daily. A. N. Lietcy. Actual Average for 1912, 22,010. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

Utica, *National Electrical Contractor*, mo. Average for 1912, 2,466.

NORTH CAROLINA

Winston-Salem, *Daily Sentinel* (e.), av. Ap'l, '13, 4,860. *Semi-Weekly Sentinel*, av. April, '13, 6,350.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1912: Daily, 106,484; Sun., 134,266. For Aug., 1913, 119,491 daily; Sunday, 143,188.

Youngstown, *Vindicator*. D'y av., '12, 16,971. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA



Erie, *Times*, daily. Av. cir. 1st 6 mos. 1913, 22,536; 22,719 av. August, 1913. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.



Philadelphia, *The Press* (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1912, 97,323; the Sunday *Press*, 178,868.

Washington, *Reporter and Observer*, circulation average 1912, 13,060.



West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1912, **18,185**. In its 41st year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre. *Times-Leader*, eve. net, sworn, average 1st 6 mos. 1913, **19,124**.

York. *Dispatch and Daily*. Average for 1912, **18,688**. Covers its territory.

RHODE ISLAND

Pawtucket. *Evening Times*. Average circulation for 1912, **31,007**—sworn.



Providence. *Daily Journal*. Average for 1912, **24,463** (©©). Sunday, **34,777** (©©). *Evening Bulletin*, **83,847** average 1912.

Westerly. *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1912, **5,440**.

SOUTH CAROLINA

Charleston. *Evening Post*. Evening. Actual daily average 1912, **8,599**.



Columbia. *State*. Actual average for twelve months ending Dec. 31, 1912, daily **19,149**; Sunday, **18,825**. March, 1913, average, daily, **20,480**; Sunday, **20,180**.

VERMONT

Barre. *Times*, daily. Only paper in city. Av. 1912, **6,083**. Examined by A.A.A.

Burlington. *Free Press*. Examined by A.A.A. **9,418** net. Largest city and state.

VIRGINIA

Danville. *The Bee* (eve.) Aver. July, 1913, **5,367**. August, 1913, ave., **5,383**.

WASHINGTON



Seattle. *The Seattle Times* (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1912 cir. of **86,183** daily, **84,644** Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. *The Times* in 1911 beat its nearest competitor by over two million lines in advertising carried.

Tacoma. *Ledger*. Average year 1912, daily and Sunday, **21,347**.

Tacoma. *News*. Average for year 1912, **20,598**.

WISCONSIN

Fond Du Lac. *Daily Commonwealth*. Average year ending Dec. 31, 1912, **4,063**. Established over 40 years ago.

Janesville. *Gazette*. Daily average, Aug., 1913, daily **6,044**; semi-weekly, **1,562**.

Racine (Wis.) *Journal-News*. June, 1913, Average circulation, **7,681**.

ONTARIO, CAN.

Fort William. farthest West city in Ontario. *Times Journal*, daily average, 1912, **4,132**.

QUEBEC, CAN.

Montreal. *La Patrie*. Ave. year 1912, **48,237** daily. Highest quality circulation.

SASKATCHEWAN, CANADA

Regina. *The Leader*. Average, 1st 3 mos. '13, **12,208**. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

MERIDEN *Morning Record*. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 6 cts. for 7 times.

NEW HAVEN *Register*. Leading want ad medium of State. Rate 1c. a word. Av. '12, **19,193**.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (©©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*," says the *Post-office Review*, and that's why *The Daily News* is Chicago's "want ad" directory.

THE *Chicago Examiner* with its **541,023** Sunday circulation and **216,606** daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



THE *Boston Globe*, daily and Sunday, for the year 1911 printed a total of **498,600** paid want ads; a gain of **18,723** over 1910, and **340,886** more than were printed by any other Boston newspaper.



MINNESOTA



THE *Minneapolis Tribune*, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 **110,179** more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

NEW YORK

THE Albany *Evening Journal*, Eastern N. Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is the best classified advertising medium in New York State outside of N. Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(◎◎) Gold Mark Papers (◎◎)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign ◎.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 35 cents per line per week. Two lines (the smallest advertisement accepted) cost \$36.40 for a full year, with 10 per cent discount, or \$32.76 if paid wholly in advance.

ALABAMA

The Mobile *Register* (◎◎). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The *Evening and Sunday Star*. Dy. av. 1912, \$3,804 (◎◎). Delivered to nearly every home.

ILLINOIS

Bakers' Helper (◎◎), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The *Inland Printer*, Chicago (◎◎). Actual average circulation for 1912-13, 17,266.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston *Evening Transcript* (◎◎), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (◎◎). Only French daily among 75,000 French population.

MINNESOTA

The Minneapolis *Journal* (◎◎). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn *Eagle* (◎◎) is THE advertising medium of Brooklyn.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Hardware Dealers' Magazine (◎◎). Specimen copy mailed on request. 253 Broadway, N. Y.

New York *Herald* (◎◎). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The *Evening Post* (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

The New York *Times* (◎◎) has a greater daily city sale than the combined city sales of five of the seven other New York morning newspapers.

New York *Tribune* (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The *Press* (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1912, sworn net average, Daily, 87,223. Sunday, 178,858.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (◎◎), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The Memphis *Commercial-Appeal* (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The *Commercial-Appeal* passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The Seattle *Times* (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee *Evening Wisconsin* (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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70% of Replies Signed by Officers of Corporations

United States Film Company Flatiron Building

Established 1908

New York Telephone 6788 Gramercy

SEPTEMBER 5, 1913.

PRINTERS' INK PUBLISHING COMPANY,
New York City.

ATTENTION MR. MARCUS:

GENTLEMEN: Your letter of a few days ago relative to our using further space in your publication to exploit motion picture advertising received.

Although we were skeptical as to whether PRINTERS' INK could give us any material aid in our selling campaign until trying it, we take pleasure in stating that your valuable little medium has more than made good the promises you made for it.

One thing it may interest you to know is that we have received more inquiries from the advertisement published a month ago this past week than we received the week following its publication.

This is conclusive proof to us that PRINTERS' INK is regarded by its readers as a textbook to be preserved and studied. Seventy per cent of the replies we have received have been signed by officers of the various corporations rather than by their "hired men."

Our company is so overflowed with business at the present time that it would be foolhardy to offer our services to new clients at this time without having the facilities to handle their business.

You may rest assured, however, that we will be glad to resume advertising in your publication as soon as things give a sign of slackening up.

Yours sincerely,

UNITED STATES FILM COMPANY,
ARTHUR N. SMALLWOOD,
General Manager.

Printers' Ink Publishing Co.

12 West 31st Street

New York



In every community
there are certain people
whose opinions are most
respected, whose advice
is much sought, whose
example is generally
followed. Such are the
readers of

The Century Magazine

